

THE UPSELL PLAYBOOK

Who, What, When, Where, and Why You
Should Keep Selling Your Customers



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Why You Should Upsell

When you only sell one product, you become a “one and done” business. Your audience either buys your product, or they don’t. Relationship over. Your customers consume your product, and they’re done. Relationship over.

That’s no way to run a business.

You are putting a ceiling on your own growth. Unless your product is something that your customers need to buy over and over again to survive, like toilet paper or food, your one product is actually hampering your growth.

Here’s an important statistic that SamCart puts front and center for all our merchants: Customer Lifetime Value (LTV). LTV is the amount of money your customer spends with you over their lifetime, and there is no single more important number in your entire business.

You may only spend \$100 each time you go to the grocery store, but think of how much money you’ve spent on groceries in the past 12 months. What about the last 5 years? What about over the course of your whole life? You are not a \$100 customer to your grocery store. Your LCV to your local grocery store is in the tens of thousands! That’s why big chains give you rewards for consistently choosing their store for your shopping needs. They know that you are worth a small fortune to them, if they can keep you coming back through their doors.

Lifetime Customer Value is critical to any business. Sustainable businesses find ways to continually have their existing customers spend more money with them.

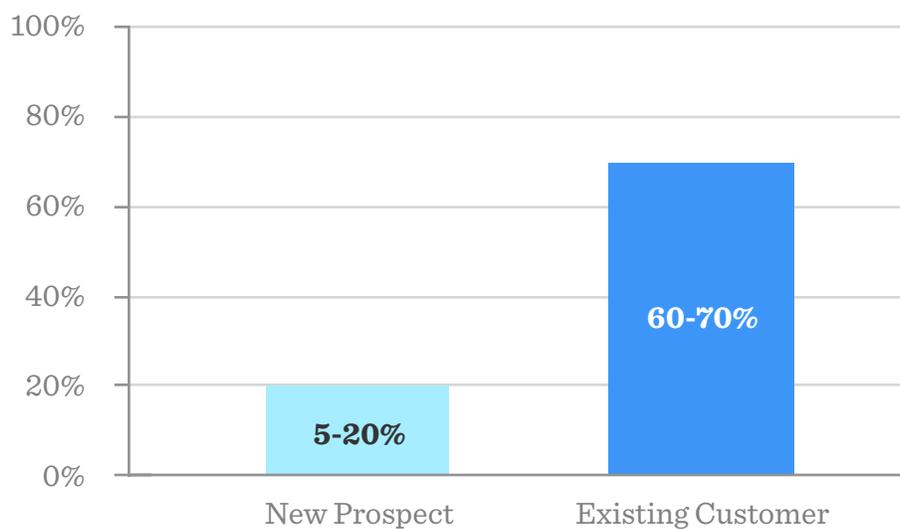
If you are selling one product for \$100, then your average LTV is \$100. End of story. Your customers have nothing else to possibly purchase from you. But if you offer even just one additional product, your average LTV instantly jumps up! Even if only a small group of your current customers choose to buy your additional product, your average LTV goes up, and you make more money.

Simple as that.

You may think your business can keep growing just by acquiring new customers, but generating revenue by acquiring new customers is far more expensive than generating more revenue from an existing customer.

In his book *Marketing Metrics*, Paul Farris sums up why all of us should be more concerned about upselling current customers than finding new ones. He says:

“The probability of selling to a new prospect is 5-20%. The probability of selling to an existing customer is 60-70%.”

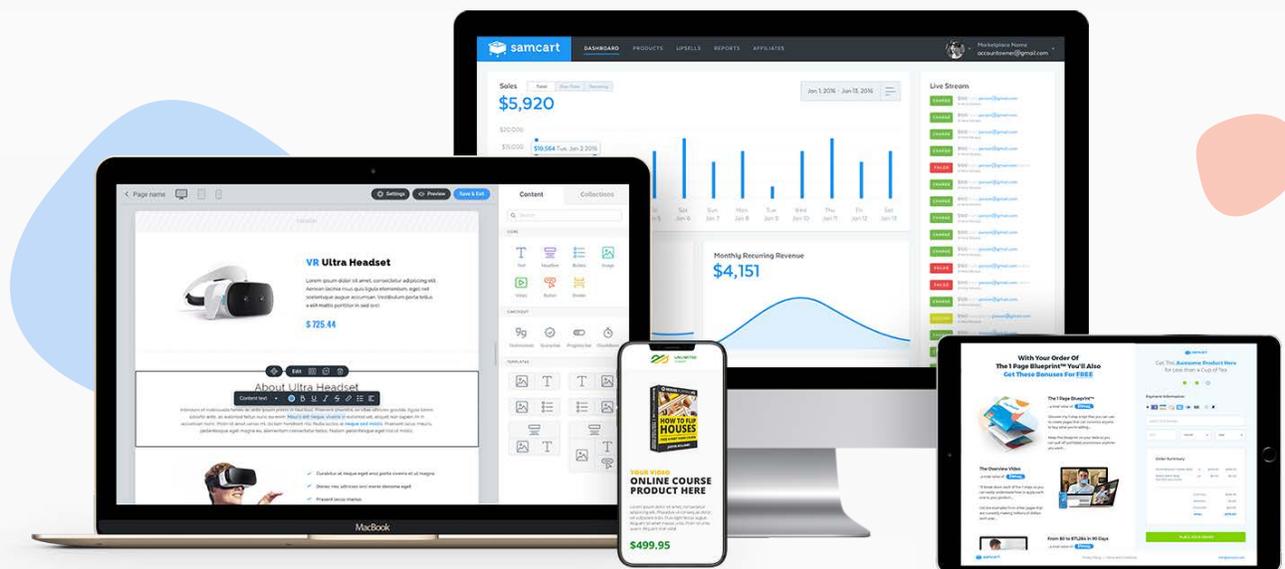


We studied the top SamCart users, folks making between \$500,000 and \$65,000,000 in annual revenue...and the one thing they all do is maximize what every customer is worth to their business.

How do they do it? In this report, we'll cover the 2 simple techniques they use.

Maximize your average order values and start upselling with SamCart.

Request a demo or start a free trial today.



[TRY IT FOR FREE](#)

[REQUEST A DEMO](#)

“Who” You Should Upsell

When it comes to upselling your customers, the big question is, “Which customers?”

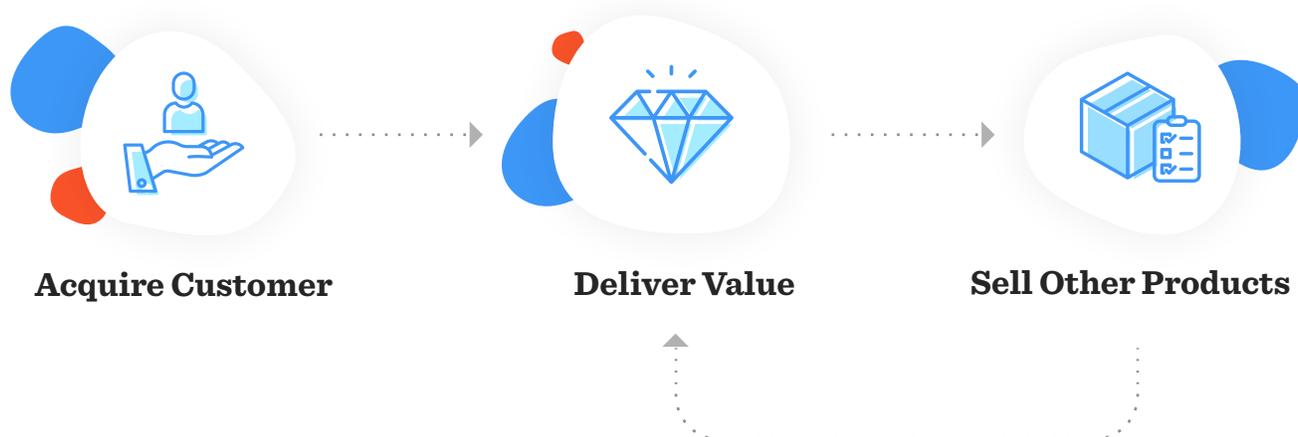
The good news is, the answer is pretty simple. Anyone who is getting value from their previous purchase. If they are a happy customer, they will want to continue buying from you.

If they are not happy with their purchase, they aren’t a good candidate to be upsold. Instead of trying to sell them more stuff, focus on trying to find out why they are unhappy, or what you can do to deliver more value to them. It might feel like you’re spending time and money without anything in return, but turning an unhappy customer into a happy one will pay off 10 times over in the long haul.

Once you know who your happy customers are, present them with new ways to get more value. (aka buying other things you sell)

This will be the hands-down easiest sale you’ve ever made. Compared to convincing random people to buy from you for the first time, selling to a happy customer is a walk in the park.

In many cases, you don’t even need to do a good job explaining what your new product is or what it does, and they will still buy. I’m obviously not recommending that, but it’s true.



“What” You Should Upsell

There are hundreds of things you could probably offer your customers after they make their initial purchase. But in the end, all these ideas fall into two buckets.

Lets cover those two buckets now...

TECHNIQUE #1

“Add-Ons”

An “add-on” upsell is offering another product that goes well with the product they just bought.

Have you ever bought something from Amazon? Most likely the answer is yes.

If you have, then you’ve probably seen their “Recommended Products” section right before you complete your order, and well as right after you complete your order.



Amazon is a master at getting all of us to add other items to our cart before checking out, and they're also masters at getting us all to continue shopping by showing us other products we might like even after we think we're done shopping.

Why does Amazon do this? Because it works.

Last year, **this simple technique was responsible for 35% of Amazon's gross sales.**

That's \$37 billion dollars! Amazon's total profit was \$47 billion, which means that without this simple technique of offering other "add on" products, they would have generated only 22% of that profit.

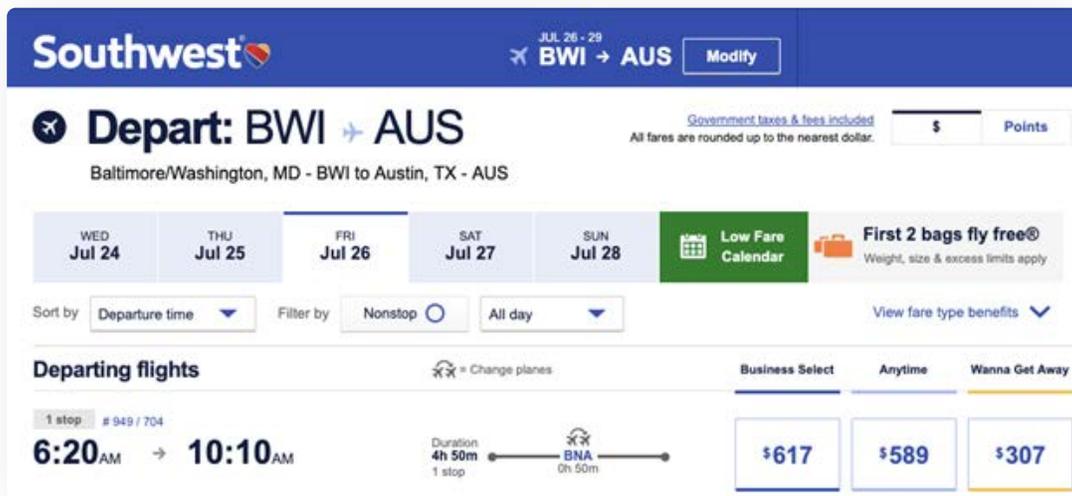
TECHNIQUE #2

“Upgrades”

Another technique is allowing your customers to “upgrade” their order. Anyone who has ever been through a Car Wash knows the feeling of spending a few extra dollars to grab the “Super Ultra-Deluxe Premium Platinum Spin Wash”.

Southwest Airlines does an amazing job at this. When you buy a standard ticket on Southwest.com, Southwest offers you the ability to upgrade from the “Wanna Get Away” ticket to their premium “Anytime” or “Business Select” ticket.

Each upgrade comes with its own set of added features, whether it's skipping the line at security, or a free premium drink on the plane. And by taking these upgrades, Southwest is instantly doubling what each customer spends.



Southwest JUL 26 - 29 **BWI → AUS** [Modify](#)

Depart: BWI → AUS Government taxes & fees included **\$** **Points**
All fares are rounded up to the nearest dollar.

Baltimore/Washington, MD - BWI to Austin, TX - AUS

WED Jul 24 THU Jul 25 **FRI Jul 26** SAT Jul 27 SUN Jul 28 [Low Fare Calendar](#) **First 2 bags fly free®**
Weight, size & excess limits apply

Sort by **Departure time** Filter by **Nonstop** **All day** [View fare type benefits](#)

Departing flights [Change planes](#) **Business Select** **Anytime** **Wanna Get Away**

1 stop # 949 / 704 **6:20AM** → **10:10AM** Duration **4h 50m** 1 stop **BNA** 0h 50m **\$617** **\$589** **\$307**

Even if you don't take the upgrade right away, Southwest reminds you again once you get to the gate.



And what you might not know, is that this simple upgrade offer was responsible for \$1.62 billion dollars last year alone. When you compare that to Southwest's total profit of \$828 million, it proves just how important these upgrades are to Southwest's bottom line.

7 Great Upsell Ideas

Below are the 7 most effective upsells I’ve ever used (or seen others use) in the real world. The biggest benefit here is that none of these ideas really require a ton of time or effort to put in place.

I don’t want you to have to spend another 30 days locked away in a closet somewhere, slaving away in order to make a new product/service to sell.

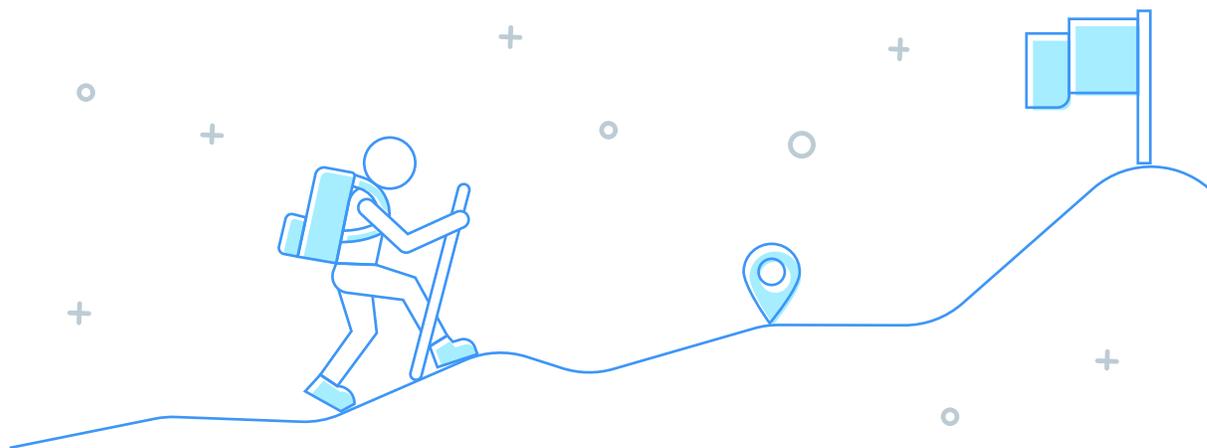
I want you to be able to put together a high-converting upsell with resources you may already have in place. This is about working smarter, not harder.

Read over these ideas, and then use the space at the end of this report to brainstorm your next few upsells you could offer. This is not a “read it and throw it away” report. This is a “it’s time for you to take action and get stuff done” report.

Alright, here we go. Here are the 7 best upsell ideas that you can implement in just a matter of minutes...

1 Sell The Next Thing They’ll Need

This is by far the most logical way to upsell your customers. Regardless of what you’re selling, there is something your customer will need next to continue toward their ultimate goal.



If you're a local chiropractor and you sell back adjustments, once you solve the pain your customer is having, they will need a way to continue feeling good, right?

So sell them shoe inserts or posture pillows so they can keep the pain away while they're not in your office.

If you sell web design services, once your customer's website is nice and pretty, they will probably start thinking about ways to get more visitors to their site right?

So sell them SEO or online marketing services.

If you sell digital cameras, your customers will probably need a memory card, tripod, or gimbal, right? Start offering those other products and watch your sales soar.

These types of upsells are the highest converting because you're always one step ahead of what your customer needs.

2

Sell The Next Level of Service

If your customers are getting value from their current level of service, encourage them to upgrade to the next level.

If you're a software company and a customer is succeeding on a lower plan, remind them about your higher level plans where they get more features and more capabilities.

If you're mowing lawns and your customer is happy to see their lawn looking great, casually remind them that you can take care of their flowers or garden as well.

If you run a gym and a lower level member is highly active and comes in every single week to workout, let them know about your exclusive membership level

where they get access to the private lockerroom, discounts on food and beverage, and a free massage once a month.

Always provide a way for successful or happy customers to increase their level or service for an added fee.

3

Premium Support

People will pay you a premium if they are able to jump to the front of the line if they need assistance. Everyone is afraid of buying something, not knowing how to do everything themselves, and then being stuck with no one to help.

Offering some sort of “Premium Support” really helps your customers feel protected in their purchase. Think of this like buying an extended warranty on a car or a piece of furniture. Your customer may never need to take you up on Premium Support, but it will certainly help them feel better about their purchase.

Premium Support could also be delivered in a lot of different ways. “Premium” could mean...

A direct line of communication to you (email, phone, or even text) Phone support

“Priority” support so their emails are always answered first by your staff Access to live chat on your website

And a whole bunch more...

The point is, you get to decide what “Premium Support” means to you and your business. Think about your staff, what you have to offer, and what you could handle, then sculpt your “Premium

Support” offer to match whatever you can handle right now.

Creating an offer like this is as simple as making a 30 second video and presenting it to your customers as soon as they purchase.

4

Different Format(s)

This is perhaps the one upsell idea that could take you the least amount to put together.

If you sell a digital ebook, like this text report you're reading now, upsell your customers the audio and/or video formats as well. Your product is done, so publish it into a different format, and offer it as an upsell for those who may want to watch videos, listen in the car, put it on their laptop, etc.

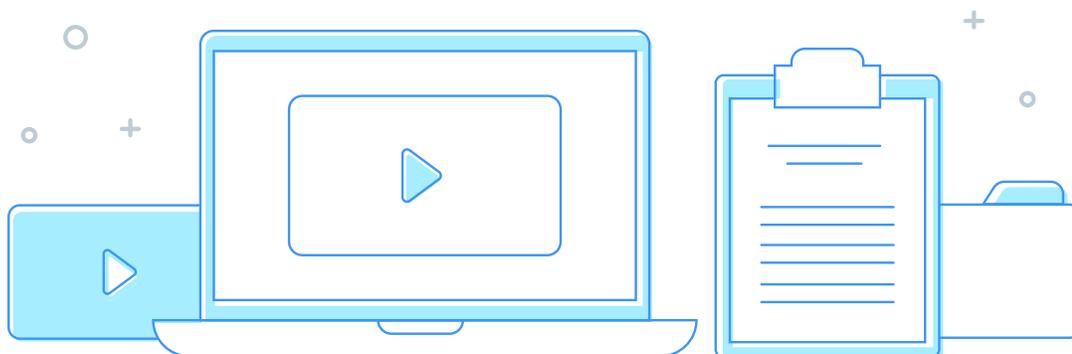
On the other side, if you sell video training, offer downloadable transcripts and audio recordings.

These could be put together in just minutes!

Take your videos, send them to someone on Fiverr.com to transcribe, detach the audio from the video recordings and package them up for sale!

If you own a yoga studio and sell in-studio classes, record a few classes and sell the recordings to your students so they can practice when they are away from home.

If you run a coaching business or offer live events, record your sessions and sell the recordings to people who could not attend or cannot afford the full price of admission.



The possibilities here are endless. And they are so wonderfully easy to put together.

Here's a cool real-world example. A buddy of mine is a coach for gym owners. He charges about \$15,000 year for his coaching services. He meets with the group he coaches on the phone once per month, and in person 3x per year.

Not everyone can afford \$15,000 on coaching, but you can bet that every gym owner on the planet knows he would benefit tremendously from what is being talked about in those meetings. So my buddy records these calls and in-person meetings, then publishes them online and sells the recordings. He has a few hundred gym owners pay \$100/month to get the recordings to these sessions.

Not a bad little addition to his bottom line, and it required very little extra work on his part. He is already running the meetings, he just needs to record them and publish the videos to his private website.

5

Offer Customization

Give your customers the ability to customize their purchase before they buy, and charge a premium for it.

Whether it's engraving their names onto a piece of jewelry, or letting them add extra storage to a laptop, a percentage of your customers will always want to customize their order, and you'll get paid more because you offer it.

6

Add Personal Service

Anytime you can charge a premium for your customers to get some kind of interaction with either you or your staff, you've struck upsell gold.

Regardless of how you may view yourself, remember that your customers view you

on a pedestal. Your customers respect you and trust your opinion, that's why they have chosen to spend money with you.

Leverage that, and if you have the resources to do, upsell your customers into some kind of one- on-one coaching session, a consultation, etc. Anything that involves you directly interacting with the customer is clearly a substantial value.

Also, tacked into this one is anything that is "Done-For-You". What I mean by that is, if there is any part of the work your customers might have to do after purchasing your product/service, find a way to charge a premium to do it for them.

An example of this would be like something we did in our baseball training brand. We sold a \$97 video training course that would teach young baseball players to hit with more power. As an upsell, we offered them a customized, "done-for-you" pre-game routine they would use before their games in order to make sure they were as ready as they could be to perform on the field.

These routines didn't take us long to put together, and the ballplayers loved not having to think through their own routine. I built one for them that was ready to go.

Again, any "Done-For-You" type stuff is just another way of a customer feeling connected to you. And that is very valuable to them. Charge a pretty penny for that kind of stuff.

7

Offer a Protection Plan

People are always nervous about losing things or having them break. Regardless of what you're selling, you can allow customers to purchase a protection plan so that if they lose their product or break it, they will get reimbursed or have a new one sent their way.

Amazon and BestBuy have made a killing off this simple strategy. And it's no coincidence that BestBuy won't let you leave their store without mentioning it.

Add to your order
✕

4 Year SquareTrade Laptop Accident Protection Plan

from SquareTrade

★★★★☆ (2857)

\$185.24

- What's Covered: Drops; Liquid Damage; Other Accidents; Screen Failure; Electrical Failure;
- 24/7 customer support
- Free shipping on all repairs with no deductibles or hidden fees
- Fully transferable with gifts. Cancel anytime, full refund in the first 30 days
- SquareTrade Protection Plans are only valid for new products purchased at Amazon within the last 30 days

[Learn more](#)

Add

No Thanks

“When” & Where You Should Upsell

The 3 Places To Make Upsell Offers

1 Before the Checkout Process

One of the best places to get your customers to add other items into their cart or to upgrade their order is before they complete their purchase.

Our SamCart customers do this by using our “Order Bump” feature, which allows you to offer a second complementary product with a single click of the mouse.



1-Time Offer: Get **INSTANT ACCESS** to "The 1 Page Starter Kit" – Simple Traffic Secrets + My 1 Page Swipe File™ - The next time you are chatting with one of your Messenger Subscribers...just follow this simple script...and watch your sales **EXPLODE!** It's simple. It's clear. And best of all, it feels like a natural conversation. No hard-selling, no pressure filled techniques that feel like you're pulling their teeth out to buy. **Value: \$497.00 - Right Now Only \$47!**

YES, Add The 1 Page Starter Kit

Order Summary

The 1 Page Blueprint	\$0.00
The 1 Page Starter Kit	\$47.00
Subtotal:	\$47.00
Shipping:	\$7.95
TOTAL:	\$54.95

In this example, we're selling our "1 Page Blueprint" report but the customer can also add our "1 Page Starter Kit" training for an additional \$47.

Currently over 50% of our customers add this "add-on" to their cart before the checkout, which increases our average order value by nearly 400%.

CHOOSE WHAT YOU'D LIKE TO RECEIVE TODAY:

1 Option #1: Just the Doubles Playbook, Please!

If all you want is the Doubles Playbook & Bonus DVDs shipped to you, select this option. But read on below, because I'd love to hook you up with an awesome deal on the SINGLES Playbook, too...

I Only Want The Doubles Playbook \$67.00

2 Option #2: Include The Singles Playbook at a MASSIVE Discount

Which of the 7 villains do you lose to the most in singles: Pusher, Counter-Puncher, Aggressive Baseline, Serve & Volleyer, All-Court Player, Dr. Feelgood (junkballer), Southpaw (lefty)?



The reason you're losing to players you "should" beat is because you're using the wrong strategy. Each type of villain is vulnerable to specific plays, and you'll go from losing to winning as soon as you make the switch.

(One of my student's named Tony started bageling Pushers with the "Modified Punisher" play.)

"The Singles Playbook" works just like "The Doubles Playbook." I'll send you a physical version in the mail (with QR Codes!). You also get instant online access.

VALUE: Normally \$397 - Right now just \$67!

want me to include The Singles Playbook? Select this one!

Include The Singles Playbook, Too! (+ \$67) \$134.00

In this example, an online tennis expert offers a pre-checkout "upgrade" where customers can upgrade to a more premium version of the product they're about to buy.

The customer wants the \$67 “Doubles Playbook” program, but then has the ability to upgrade to the \$134 “Single & Doubles Playbook” program.

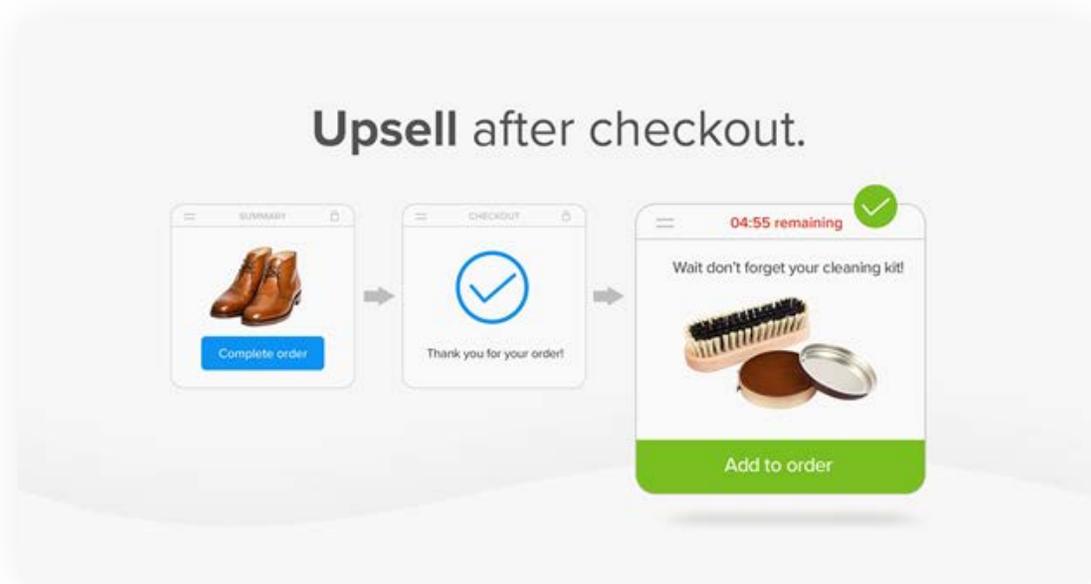
Nearly 40% of customers upgrade their order, which nearly doubles the average order value from each customer.

The beauty of both of these techniques is they can be combined. You can offer both upgrades AND add-ons on the same page, increasing your average order value even more. And it all takes just a click or two from your customer.

2 **Immediately After the Checkout Process is Complete**

Not only can you boost your average order value before someone checks out, you can do it after the initial order is complete.

This technique is even more effective, because the customer has already entered in their credit card information, which can be used to purchase other items with a single click.





Pre-Thank You Page Special Offers

SamCart allows you can create post-checkout special offer pages, where you can make incredibly enticing offers that are only seen during the checkout process.

These pages can convert extremely high because the customer knows that this special deal is only available this one time. Here's an example...


helpme@darrenhardy.com

DARREN HARDY

Become a VIP: Join the MASTERY Session

Previous participants paid an upgrade of \$1,295 for less than what is now included in this MASTERY Session.



This is a private online workshop, led personally by Darren Hardy, where he focuses you on **the critical 1% productivity functions that determine 99% of your outcomes** and teaches you how to perform at a level of mastery, thus massively multiplying your results.

In the MASTERY Session you will learn:

Darren answers the **top 10 questions** asked from the INSANE PRODUCTIVITY program and specific strategies on **how to integrate** the key **daily methods of operation.**

Darren reveals the **6 strategic brain hacks** he uses to **keep his motivation, discipline and focus**—specific, mastery level methods for managing your mind.

The Ultimate Power: How **to find and focus on the few small causes that create the BIG RESULTS**—in your business and every area of life.

BONUS Sessions!!

The 5 Perverse Pursuits of High-Performance Achievers
What others avoid or fear high-achievers pursue with a perverse passion. Acquire these counter-intuitive perversions too and you too will enjoy the spoils reserved only for high-performers.

The 5 Obsessions of High-Performance Achievers
High-achievers are often labeled as obsessive. And we are. These are the five obsessions that define the experience of living and achieving the good life.

JOIN THE MASTERY SESSION (ONE PAYMENT OF \$295)

[No thanks. I don't need this right now.](#)

In this example, Darren Hardy shows this page to people as soon as they complete their purchase of his main product, and he offers a special discount on his “Mastery Session” program for \$295. He tells his customers that this program normally costs \$1,295, but they can get it at a massive discount by clicking the big green button on the page.

Notice that all the user needs to do is click one simple button. They don’t need to re-enter their credit card information again, because SamCart has stored the credit card that was used to purchase on the previous page.

These pages convert between 10% and 50% of the time, which can significantly drive revenue. On average, SamCart customers who use these special post-checkout offer pages make 62% more in sales than those who don’t.



Thank You Page Offers

Almost everyone has a Thank You Page that you send your customers after they buy, right?

Usually we use these pages to say “Thanks!” or to provide information about their order. We might give them instructions on accessing their product, or tracking the shipment.

But rarely do we use these pages to maximize the value of each customer...but you should!

This is a fantastic place to let your new customers know about the other products or services you provide. You can even give them links to your best free content that may lead them to buy other products.

Don’t let this page go to waste. It’s prime real estate that every single customer will see, so you might as well use it to continue to grow your business.

3

Days After the Checkout Process is Complete

Boosting average order value is all about getting customers to spend more money on the day that they buy from you. But what about day 2...day 3...and so on?

This is where most marketers miss out. We get so excited that we made the sale, that we forget to create automated campaigns that continue to drive value from our customers.

Instead of focussing on driving more traffic or leads into your business, take some time and focus on something much easier, and much more important: generating more value from your customers.

Every study shows that once someone buys from you, it is 15X easier to sell them something else versus trying to acquire a new customer. Which means most of your time should be spent selling your current customers versus trying to find new ones.

So, how do you do that? Simple...



Email Follow-Up

You're most likely getting your customer's emails when they purchase. Which means you should be leveraging email marketing to let customers know about other products you offer in the days/weeks/months after they place an order. I don't know about you, but when Lululemon sends my wife an email about new yoga pants, my bank account seems to dwindle.

SamCart lets you automatically send customer emails into any email marketing platform you want, so you can create automated follow-up campaigns that both deliver value, and make your customers aware of other products or services they might be interested in down the line.

The key is to never stop staying in touch. The most successful SamCart customers have 15-30 day email follow-up campaigns and they also send daily or weekly email broadcasts to make sure that customers are always getting something from them.



SMS Follow-Up

Everyone has their phone on them at all times these days, which means if you aren't using SMS to contact your customers, you're losing sales.

You need to treat SMS a lot different than email, since it's such a personal platform. While sending one email per day won't upset many people, sending one text message per day might irritate your customers.

But, used sparingly, sending SMS messages to your customers that both deliver value, and promote other products is a surefire way to boost backend revenue.

Our favorite tool for this is [Salesmsg](#). Using Zapier, SamCart customers can automate these text messages to go out immediately after someone buys, or a set number of days later. It adds an amazing personal touch, and drives backend sales.



Facebook Messenger Follow-Up

Facebook Messenger is possibly one of the most effective ways to communicate with leads and customers alike. Finding unique ways to get your customers to subscribe to your messenger bot should be Priority #1 for you. When compared to email, Facebook Messenger open rates and engagement rates are off the charts.

So after you get your buyers onto your messenger list, use it to continue to provide value as well as introduce other products to them over time.

Our favorite tool for building a messenger list and sending message is [ManyChat](#).

But remember to treat messenger like you do SMS. Messaging daily with nothing but promotions can kill your engagement fast, but as long as you're also creating value you'll be just fine.



Phone Follow-Up

If you're collecting phone numbers from customers, you can have someone follow-up by giving them a call. You can use this to create goodwill with customers by calling them immediately after their purchase to make sure everything is going well. And you can also use it to sell more expensive backend products afterward.

This usually requires a more advanced salesperson, but can unlock massive profits that otherwise go untapped.

The shortcut is to automate the entire process with a tool like [SlyBroadcast](#), which allows you to record a voicemail and automatically send it out to new customers at a certain time.

Using Zapier, SamCart customers can automate these voicemails to go out immediately after someone buys, or a set number of days later. It adds an amazing personal touch, and drives backend sales.



Direct Mail

If your business is primarily online, there's one place you're sure to stand out above the rest: in your customer's actual mailbox.

But whether you're offline or online, other direct mail to send your customers special offer on your other products is a surefire way to generate sales and boost LTV.

Services like [PostcardMania](#), [Handwrytten](#), [Postable](#) and [Postalitics](#) now make it possible for anyone to not only send beautiful postcards, but also automate the entire process.

How You Should Upsell

The art of upselling your current customers usually comes with a stigma because far too many businesses go about the wrong way.

We've all been upsold in a scammy way that has not only led to that business not making the sale, but it's also led to us abandoning that business entirely.

Upselling your customers, when done correctly, can turn into the single largest profit center in your business. But sadly, most businesses either do it incorrectly, which causes damage to their brand, or they ignore it entirely.

The key is to make sure your customer knows you're only presenting them with this new offer because it is what's best for them, not you.

This new product or service will help them solve another problem they might run into, or will give them an even higher level of service they might be craving.

If you make it all about them, they won't think you're just doing it for you. That's the trick.

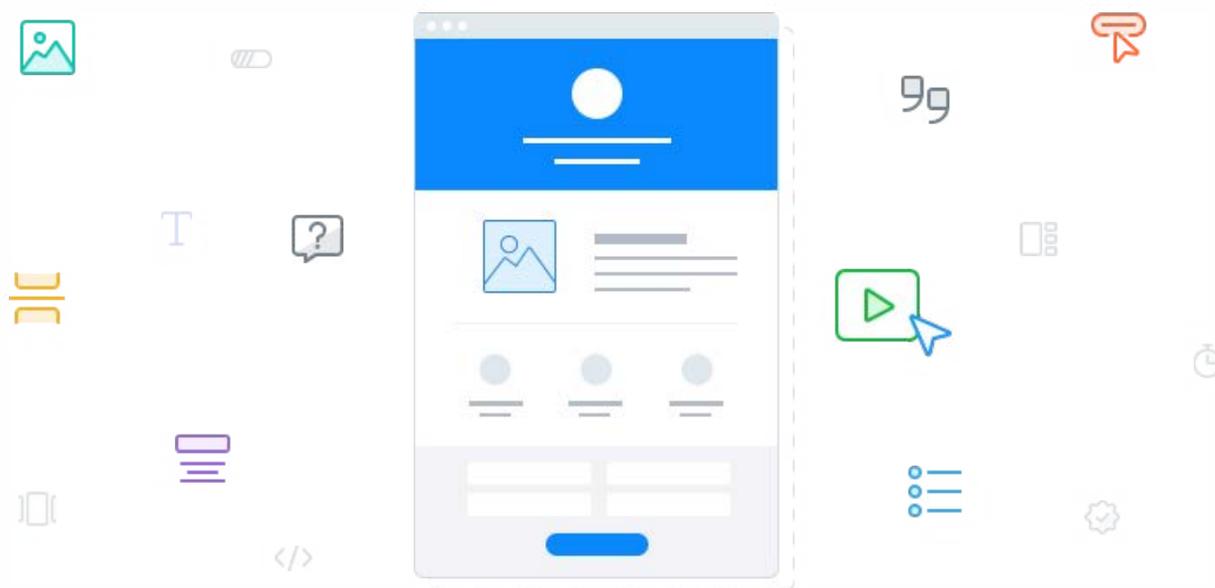
Conclusion

This report should have given you a ton of ideas for maximizing the revenue you're getting from each customer. Focusing on maximizing AOV (average order value) and CLTV (customer lifetime value) can literally transform your business. It allows you to invest even more to acquire customers, and it can boost profit more than almost any other marketing or sales activity.

Go back through this report, and write down your favorite idea that you think you can implement quickly, and don't stop until it's done. You'll thank me later.

SamCart is the first full-featured eCommerce software built exclusively for sellers who do not need a catalog store.

Schedule a personalized demo with our team to find out how SamCart can help you scale your business online.



[TRY IT FOR FREE](#)

[REQUEST A DEMO](#)