

Marketing Strategy 44: The Art of Upselling

Do you remember the last time you bought just a burger from McDonalds? If you do, you'll hopefully remember their staff asking you 'Would you like fries with that?', as an attempt to both provide you with the 'full' fast food experience and also maximise the value of each sale for the business.

This is what marketers call an 'Upsell'. It's an approach for selling additional items on the primary purchase a buyer makes.

It's your chance as a business owner to optimise your revenue from each sale and also provide the most comprehensive buying experience to your clients.

It's easy and effective, because you're selling more to existing clients, rather than trying to find new ones.

A Lucrative Upsell For Your Carpet Cleaning Business

Carpet Protection. That's right. Don't underestimate the hidden value in offering carpet protection as an upsell to your services. It can be highly lucrative and can nearly double your profits!

But, it's not just a way to make more money. When you compare protected carpets with non-treated areas, you'll see the difference it can make to your clients' carpets.

The area with protection will always wear better, resist stains and be in reasonable shape, even with extensive use.

But carpets without protection are usually in comparatively poor shape after a couple of months of normal use, with tears and holes appearing.

So how can you upsell carpet protection?

Showing your clients the value in Carpet Protection is the key to making the upsell. You've got to show them that they're actually going to save money in the long-term, by having their carpet last longer.

The best way to actually 'show the value' is by showing some proof that carpet protection actually works. A few 'Before & After' photos of carpets with and without protection after a couple of months of use can do the trick.

But if you want to take your sales approach a notch higher, we recommend making a video that does the 'selling' itself. A quality video demonstrating the benefits of carpet protection, showing customers the pros and cons of getting/not getting protection, can be far more convincing than trying to talk them into buying.

Golden Rule: Show, don't tell!

You can either record a video of yourself talking through the benefits, or use the Video Template provided in this course. The Video is great in convincing customers that they need to get their carpets cleaned once every 12 months, and also that Carpet Protection is an absolute must! So use it to your advantage and your clients' benefit too.

The best time to show your clients the video is when you're taking carpet measurements. Usually, customers are just watching you take measurements, so you might as well ask them to put on the video and watch it. This puts them in the right frame of mind, and closes the sale for you, with minimal effort!

What else can you sell?

Upsells don't just end with Carpet Protection. You can sell any other service you offer! Think of what your customer needs most by asking them relevant questions, and then offer the product they need most.

Services You Can Upsell In Future:

- Emergency Fire Damage Repair
- Water Damage Repair

You won't always make an upsell on the above services while talking to a client about Carpet Cleaning, since they are services that are probably bought when the need arises. So it's important that you're at the front of their minds when they need you!

Leave fridge or phone magnets with your contact details, or give your customers a free pen with your number. Definitely ask your customers to store your number on their mobile phone, so they always have it handy in case the above scenarios occur.

Services You Can Upsell On The Spot

- Blind Cleaning
- Air Duct Cleaning

If your customers are getting their carpets cleaned, they might see value in getting their blinds and air ducts cleaned too.

The best way to sell all of these services on the spot is to offer a package deal on them. Give your customers a discount on buying all of these services together, and you'll see them more willing to make the purchase.

Other Services You Can Upsell

It's best to sell a service that's related to carpet cleaning... You don't want to be up-selling ice creams while you're selling carpet cleaning, as you'll risk confusing the customer and not appearing focused enough on the job they hired you for in the first place.

Think of other products and services like Vacuum Cleaners, Carpet Steamers and Deodorants, which would be ideal for an upsell opportunity. Once you've identified some products, make sure you capitalise on every interaction with your prospects when it comes to upsells.

Upselling can be a fantastic revenue booster for your business, so include your upsell items in any marketing material you send out to clients. You'll be surprised how many of them will revert back to you, wanting more of your services!

TODAY'S TASKS:

- 1. Get a pen and paper:** Make a list of upsells you can offer to prospects *and* customers - what *else* can you do?
- 2. Prepare collateral:** Start creating relevant 'upsell collateral' like a video and 'before & after' folder that can be taken to jobs and used to *show* the benefits of carpet protection.
- 3. Prepare a brief script:** Write down some key benefits of the upsells you have listed and rehearse this pitch, so you know exactly what to say to a prospect, including any package deals that will entice them to take an upsell.