



# **Sales Strategies You Need to Know:**

---

**The Guide to Upselling  
& Cross-Selling**

**In business, you want to take every opportunity to increase your profits. While there are many strategies that you can use to achieve this, the fine art of upselling and cross-selling is right up there with the most effective.**





# What's The Difference?

## The Upsell

Upselling is essentially convincing a customer to buy a better product than the one they are already interested in.

For example: If you're a ticketing vendor for the Soweto Derby, upselling to a customer may be encouraging them to buy seats in the Gold Zone, when the originally requested Silver.

# The Cross-sell

Cross-selling, on the other hand, is a sales tactic used to encourage a customer to buy another product that is different, but still related, to the product they've already bought.

For example: A cross-sell tactic may be offering your customer a limited edition matchday Kaizer Chiefs jersey for the derby.

**“Don’t find  
customers for your  
products, find  
products for  
your customers.”**

- Seth Godin





# 10 Steps

to Become a  
Master of  
Upselling or  
Cross-Selling

# 1. Start with Your Best Customers

So, you have a new product or service that you'd like to try sell to your customers with a new sales strategy. Great work, but where do you start? Who do you approach with your new offer?

Your best customers are always a reliable source of information. Try upselling or cross-selling to them to test your offer before you start selling to the rest of your customers. You already have healthy relationships with your top customers and can count on them for honest feedback. Ask them how they feel about your offer. Would they consider it? What do they find appealing about it? From there you can tweak your tactics to take your offer to market with the rest of your customer base.

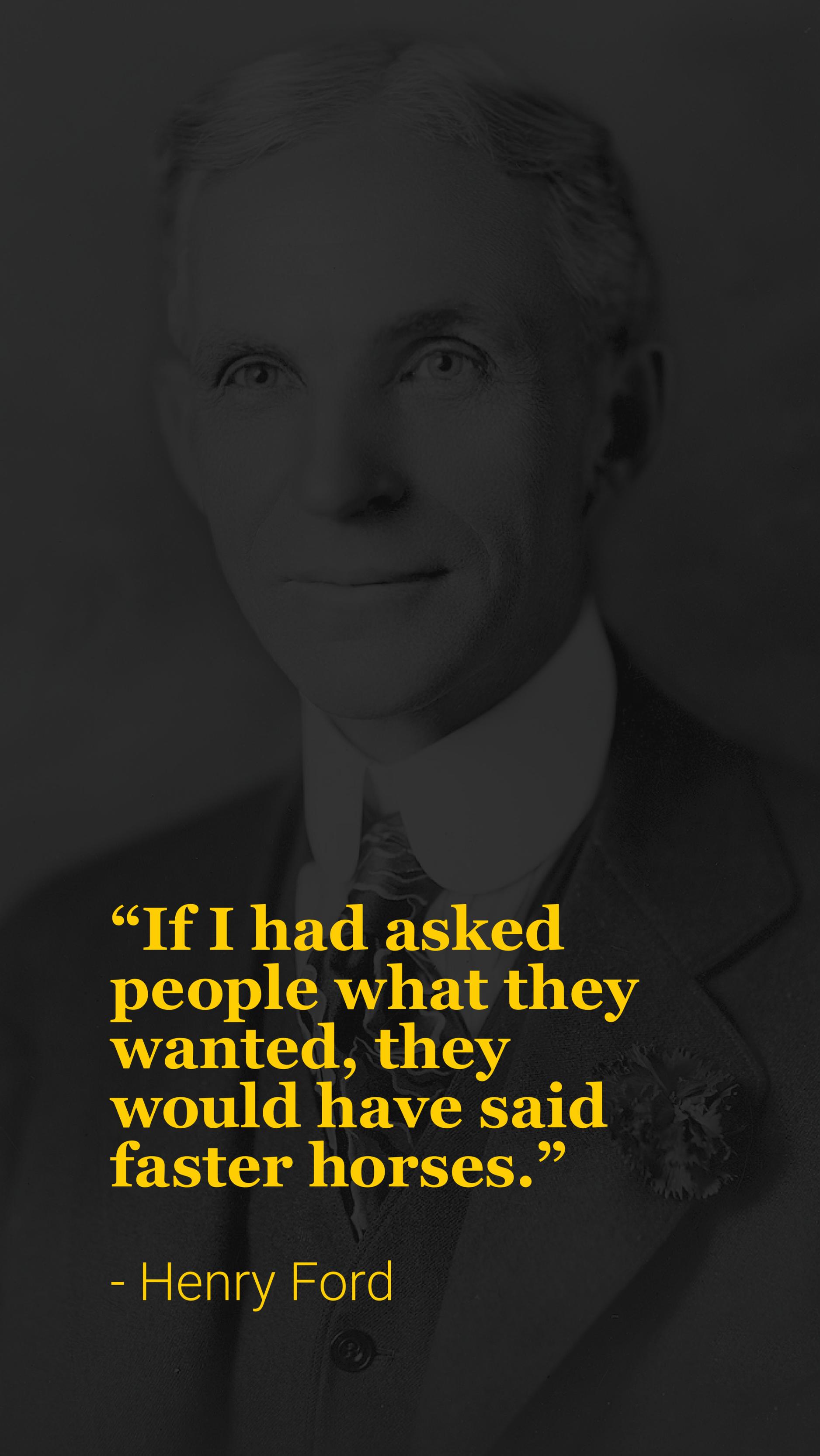


## 2. Keep it Simple

Upselling differs from cross-selling in that you're not trying to sell a completely new product.

When your customer walked into your store, they had the intention of buying something and you upsold them a better version of their original purchase intention.

Cross-selling is different. You're trying to convince your customer to buy a new product; perhaps one they have never considered before. To help them overcome this barrier, try to keep the offer as basic as possible. Avoid bombarding them with multiple product options. Too many options may lead to confusion and the loss of the sale. So, keep it simple, focused and suited to their needs.



**“If I had asked  
people what they  
wanted, they  
would have said  
faster horses.”**

- Henry Ford

A thick yellow line starts from the top right, curves down and left, then continues as a straight line towards the bottom left.

## 3. Understand their Needs

Which brings us to the most important aspect of enhancing any sale with an upsell or cross-sell – knowing your customer.

Everyone loves personalised service. We don't want to feel like we're receiving the same rehearsed sales pitch that's delivered in the same fashion ten to twenty times a day. We want to know that we matter.

Understanding your customer will help you identify opportunities for your products or services to truly delight them and make their lives better.



## 4. Ask Probing Questions

But what if you don't know the customer well?  
How do you execute your strategy without solid background knowledge of your prospect?

You do what every great salesperson does.  
You ask questions. Try to avoid questions that prompt one word answers like 'yes' or 'no'.  
The best questions are open-ended as they give your customer a chance to share their personal experience.

# Here are some examples:

- **How are things going with you/your business?**
- **What are your plans for the weekend?**
- **A lot of our customers are talking about A, B and C challenges they are facing. Are you having the same experience?**

## 5. Wait for the Right Opportunities

The art of sales is all based on timing and waiting for the right moment to make your move. How do you know when it's the right time to extend your offer?

Building relationships with your customers will help you find out what they like, what they need and what makes them tick.

Armed with this information, you can wait for the right opportunity in your conversation to make them an offer.



## 6. Be Honest

Nobody likes to feel that they are being sold to. One ultra-salesy line and you may lose your chance. The best way to avoid this is to treat your customer as a human being, instead of an opportunity to close a sale.

Transparency is almost always the best approach. Be honest with your customer. Tell them: “I’m trying out this [new product or service] and I was wondering if you’d be interested?”

Perhaps they’ll take you up on the offer, perhaps not. But if you are transparent throughout the interaction it’ll strengthen your relationship and improve your chances of closing the sale next time around.

Don’t be scared to ask for feedback. If they turn down your offer, politely ask why and what you could do to change their mind next time around. That being said, don’t push the issue. If they seem agitated, drop the tactics and move on. Another opportunity will come along.

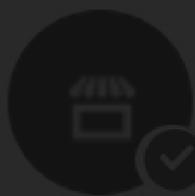
Approximately

**84%**

**of consumers trust  
online reviews**

Share

Helpful?



Etienne E. Verified Buyer



**Ikhokha Shaker is so fast**

Ikhokha Shaker is so fast and efficient, staff and customers enjoy using the machine.

thanks

C

 **iKhokha**

Share

Was This Review Helpful?

## 7. Demonstrate Value

Research shows that over **80%** of shoppers conduct research (whether online, word-of-mouth or otherwise) before making a purchase.

This makes upselling and cross-selling difficult as your customer hasn't had the time to find out more about the product or service you're offering.

It's important that you show them the value of your offer. Social proof, such as online reviews and testimonials, is an effective way to win them over at short notice. If you have glowing reviews from your satisfied customers, make them available to your prospect.

Approximately **84%** of consumers trust online reviews as much as personal recommendations. The right review at the right time may be enough to convince them to take you up on your offer.

## 8. Say Thanks

Once you've closed a sale, your work isn't over. Showing your customer that you appreciate their business and acknowledge them as an individual, instead of just another sale, will go a long way to building a mutually beneficial relationship.

There are different ways to thank your customer for their business. It could be as simple as a follow-up email or thank you letter. You could also offer personalised discounts or loyalty plans that encourage your customers to come back for more.

**“Approach each customer with the idea of helping him or her solve a problem or achieve a goal, not of selling a product or service.”**

– Brian Tracy

## 9. Analyse Trends

As you go about implementing your strategies, you'll find that some offers work better than others. Certain products or services will naturally lend themselves to upselling and cross-selling opportunities while others may not, and there may be one or two anomalies along the way.

Your sales strategies should never be set in stone. They should be constantly evolving based on your customers' needs. It's important to analyse the success of each strategy to gauge what works and what doesn't.

Over time, this information will help you form more robust sales strategies as you learn about your customers and tailor offers to their needs.

# 10. Spread the Word

As mentioned earlier, social proof is an effective sales tool that can positively influence your prospects in key decision-making moments.

If you've delighted a customer, encourage them to tell their friends and family about it.

You can also ask them to leave a review on your social media platforms, website or on review management platforms like Hellopeter to build trust and bolster your future sales strategies.

# Looking for Fresh Ideas?

iKhokha is helping thousands of entrepreneurs earn a little bit extra every month through cross-selling prepaid services like airtime and data.

With iK Vend, iKhokha's in-app prepaid vending feature, you can sell a variety of prepaid products and earn iKash back on qualifying sales!

You can save this iKash and trade it for real money with your customers. It's money for mahala!



**iK Vend**

**iK Vend**

**Make Money  
for Mahala**





**For more information  
on how to get started  
with iK Vend**

**Find out more:**

**[www.ikhokha.com/vend](http://www.ikhokha.com/vend)**

** iKhokha**