



MODULE 9

SEGMENT 2



Upsell / Downsell Products

(Examples)



Defined

- An “**Upsell**” offers customers the chance to buy a more expensive model/version of the same type of product.



Purpose

- ✓ **A well planned Upsell is designed to:**

Offer the customer a chance to buy (upgrade) to a more expensive model of the same type of product that may have more features. **Or,** it can be something that 'works with' the original product to make it better/more effective/get results faster.

Golden Rule

IMPORTANT

If your original product provides the customer with a specific benefit, your upsells should **NOT** be a key “missing ingredient” to achieve that benefit!

For example...

What NOT To Do

- ✓ If you offer a product on "how to build a killer opt-in page" as the primary front-end product (which helps someone put up a page to start collecting subscribers)...

What NOT To Do

...do **NOT** tell them that in order to create the page they need to use a piece of software, then ask them to purchase it as the upsell for extra money!!



What TO Do

Instead, offer them an upgrade or something similar that's related.

Yes!



Upgrade

If front end is how to build your own, then the upsell can be “**built for you!**”.

Or if the main product is a basic version with a few bells and whistles, then the Upsell “upgrade” is the version with all of the bells and whistles!

Related?

If you don't have an upgraded version, then think of what you can offer that's **related**?

What **else** will they need help with?

“Related” Example

If you're showing them how to build a “lead generation” page, then naturally they're going to need to know how to generate traffic to their page after it's built, right?

So offer them a great deal on a tutorial that teaches them how to master a **hot/trending** traffic strategy.

Upsell Product Examples

1. **Done for you** stuff (web templates, pay-per-service – Ex: we'll do it for you for a fee of ____.)
2. **A tool** that makes doing a task faster or easier. (a plug-in, app, software, spreadsheet, templates... such as fill in the blank sales letter templates)

Upsell Product Examples

3. **An audio or video version.** A physical version (white paper or on CD/DVD).
4. **Offer your time** (such as coaching or 'help via email' or personal one-on-one Skype coaching for x period of time). Or get help every month through a membership.

Upsell Product Examples

The membership approach is awesome. You can simply break down a course into 'once weekly' or bi-weekly lessons for a period of X months.

Charge a recurring subscription fee. The upsell can be a free trial or \$1 trial. Make it easy to act with that low entry point.

Upsell Product Examples

5. **A webinar** with a special guest expert who will teach them something on a related, "hot" topic. Or to a 'live' event that you're holding.

Upsell Product Examples

6. **Accelerate results.** Front end is proven 3-step weight loss system that shows anyone how to lose X pounds in 6 weeks.

But as an upsell, offer them an additional trick/tweak (not included in the front-end product) that is for people who need faster results, like for an upcoming event or wedding, etc.

Upsell Product Examples

Recent example I've seen lately...

Selling a collection of animated PowerPoint video templates. These are "good", but not the premium templates...

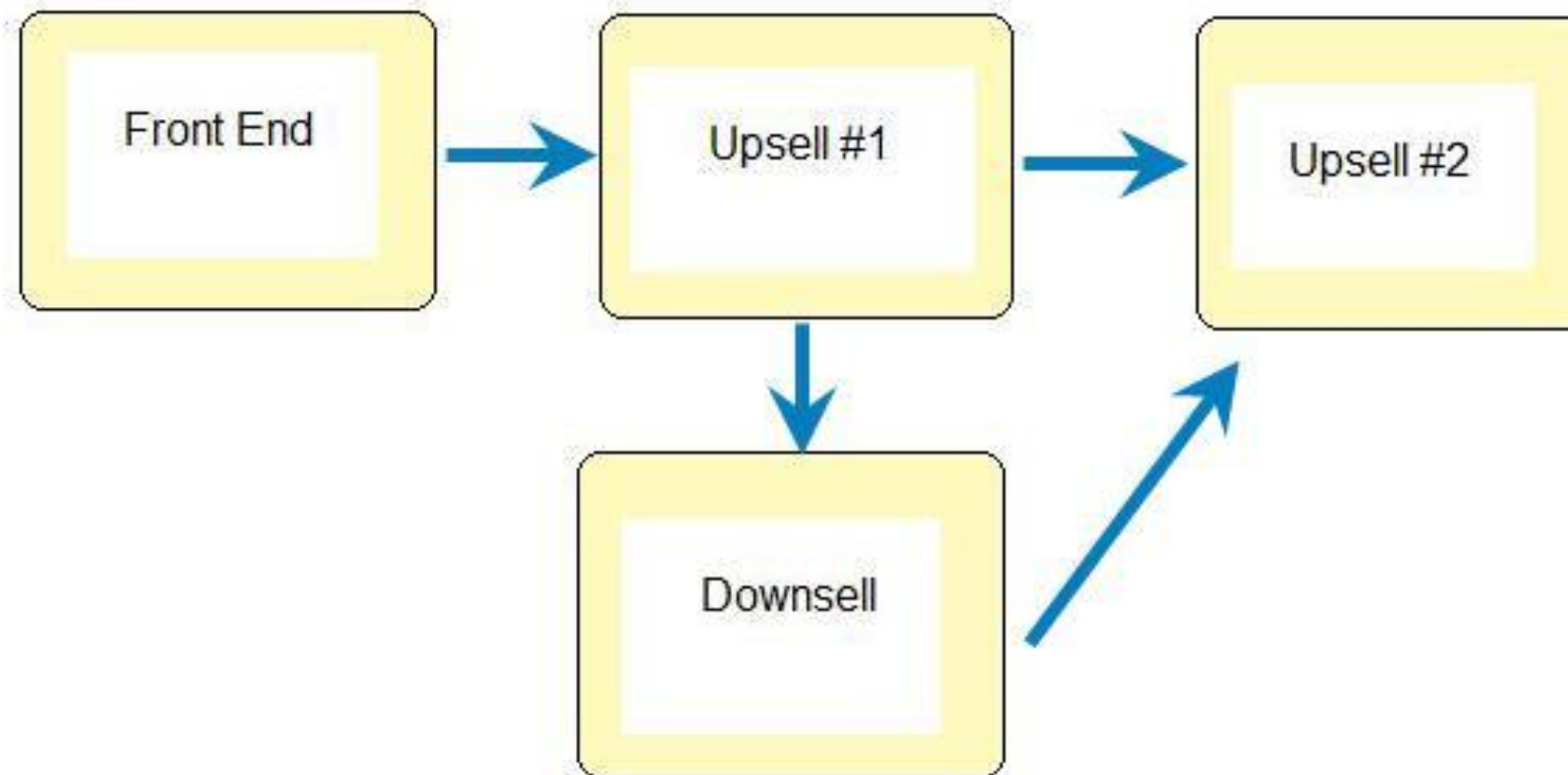
Upsell Product Examples

The premiums are only available in the upsell (aka, a better version with more 'bells and whistles').

You might have 1 or 2 premium templates in the basic package, but the upgrade template are 100% premium.

Rule of Thumb

- ✓ Good 'rule of thumb' is to use 2 upsells max (with 1 downsell).



Example Funnel



1. **Main Product** (with Bonuses)
2. **"Done-for-You"** Upsell
3. **"Accelerated Results"** Upsell #2

Example Funnel



1. Main Product – **Basic Version**
(eBook and checklists)
2. **Upgrade** to :“Look Over My Shoulder” Video
Version (with Exclusive Bonus) + MP3 Audio Too!
3. **"Accelerated Results"** Upsell (a Tool that
saves time).

Case Studies

- **Upgrade Case Study:**
Basic Member Site (1 Upsell)
- **Related Case Study:**
Opt-in Templates (2 Upsells)



Average Upsell Conversion

On average, your customers will take you up on your upsells at a rate of **25-30%**.

100 sales of \$27 = \$2,700

25% also purchase \$47 upsell = \$1,175 *

*That's a lot of "moolah" left on the table without upsells!

The Upsell's Little Brother

✓ How can we improve our funnel from here?

By using the “**Tag Team**” strategy, also known as...



The Downsell!

✓ The **“last chance” strategy to get a “Yes”** when they’re saying “No”.

Essentially, this step says to your customer...

“Ok, I get it. That wasn’t a good fit. How about this instead?”

How It Works...

- ✓ A Downsell typically **removes an obstacle** to get the sale.

Sometimes it's price, so you might offer the same product at a lower price; a "lite" version, but with something taken away from it to justify the reduction...

Example

✓ **Example:** if offering a full set of video tutorials at \$47, offer the written transcripts only for \$17.

** This is the reverse of upselling to an upgrade. This time you downgrade.*

Example 2

Upsell = Full Membership (at \$19.95/month)

If they say “No thanks”, then...

Downsell = Trial

(Ex: free 7 day trial, or \$1 trial for 14 days, etc)

Let's Review

- ✓ Upsells will dramatically expand your profits on 100% auto-pilot.
- ✓ An Upsell should **compliment the main offer** but NOT be required to achieve the benefit promised in the main offer.

Let's Review

✓ **An Upsell can be...**

- “Upgrade” offer
- “Accelerated Results” offer
- “Related” offer (that compliments the main offer).

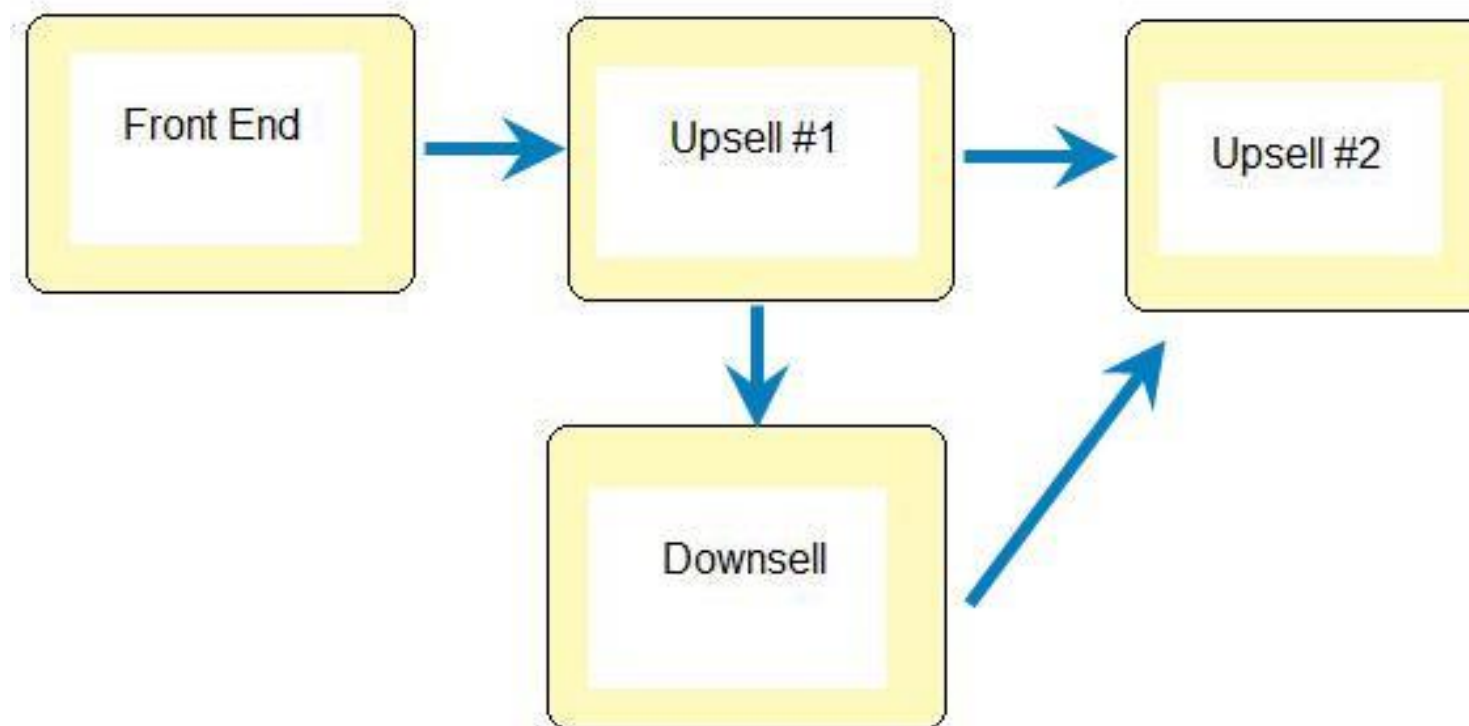
Let's Review

✓ **A Downsell is a “downgrade”** (the reverse of the “upgrade” upsell).

You take away something from the upsell and offer it for a lesser price.

Let's Review

- ✓ **Rule of Thumb** (to retain positive customer experience) is to have a max of 2 upsells in your funnel (with an optional downsell).



Up Next...

- ✓ Upsell/Downsell **Pricing Strategies**

