

The
RETAIL
ACADEMY

THE EASIEST
WAY TO

**MAKE MORE
SALES**

At-Checkout Upsell

Have you ever shopped at Vistaprint?

If so, you know how bloody awful the checkout process, with all those upsells can be, right?

But the thing is, IT WORKS!

In fact, **putting that upsell process in place, was the one thing, that turned Vistaprint into a cashflow positive business.**



"What if we test a harder cross sell offer into the order process"

Just as an insight, Vistaprint now spends over \$20 million per year, purely on marketing.

They are constantly testing and measuring, to see what gets them the greatest return and what the tipping point is, that gets the biggest AOV vs the point where people abandon cart.

When I looked at their process recently, I noticed the endless pages of upsells and cross sells have been replaced with a (almost never-ending) page of cross sell products.

HOW CAN YOU IMPLEMENT THIS IN YOUR STORE/WEBSITE

The Vistaprint upsell pages was sooooo long, I had to cut it in half to show you the whole thing!

The screenshot shows the Vistaprint website's upsell page. At the top, there's a navigation bar with the Vistaprint logo and various service icons. Below that, a breadcrumb trail reads: "You're All set! > Recommended Products". The main content area is titled "Frequently bought together" and "Try these recommended products to complement your order". It features a grid of 24 product cards, each with a product image, a brief description, a price, a quantity selector, and an "Add to my Order" button. The products include:

- Whispered Mugs
- Mouse Pads
- Small Product Labels - Circle
- Small Sticker - Circle (Green/Glass)
- Postcards - A6
- DL Flyer
- Notebooks
- Vertical Premium Business Card
- Helixy 5x7 Cards
- Standard Business Card
- Address Stamp - Large
- Men's T-shirts
- A6 Flyer
- Vertical A6 Postcard
- SignatureSoft Men's T-shirt
- Scubby Holder
- RFID Card Fobs - 19 x 25.5mm
- 12 x 18 on Demand Small Banner

This is a detailed view of one of the product cards from the upsell page. It features:

- Product Name:** Vertical Premium Business Card
- Description:** Get matching business cards today and save off list price. Make sure all your clients have your contact information in hand!
- Image:** A hand holding a white business card with a green design.
- Price:** Reg. \$24.99, Save 50%, Now Only \$12.49
- Quantity:** Choose Quantity: 100 - \$12.49
- Buttons:** "Edit My Image" and "Add to my Order"

If a customer purchases a low end cross sell, that's around an extra \$8 per order!

On-Page Upsell

PROFLOWERS

You can see here, on the proflowers.com website has an UPSELL, on the right side. You can “upgrade” to the Deluxe version OR an even BIGGER arrangement in the Premium version.

The screenshot shows the ProFlowers website interface. The main product is 'All The Frills' for \$28.99. The sidebar offers three options: 'All The Frills' for \$28.99, 'Upgrade to the deluxe version' for \$39.99 (circled in red), and 'Premium All The Frills' for \$49.99. Below these is a 'SELECT A VASE' section with 'Glass Ginger Vase' for \$9.99. An orange arrow points to the vase option with the text 'Sneaky cross sell'. The page also includes a 'FRESH FROM THE FARM' badge and a description of the bouquet.

Plus if you look carefully, there is also a CROSS SELL for a jar/vase peeking in at the bottom. You actually have to scroll down and select "no jar" if you don't want to purchase (sneaky, but I'm guessing that \$9.99 is taken by a good amount of buyers!)

HOW CAN YOU IMPLEMENT THIS IN YOUR STORE/WEBSITE

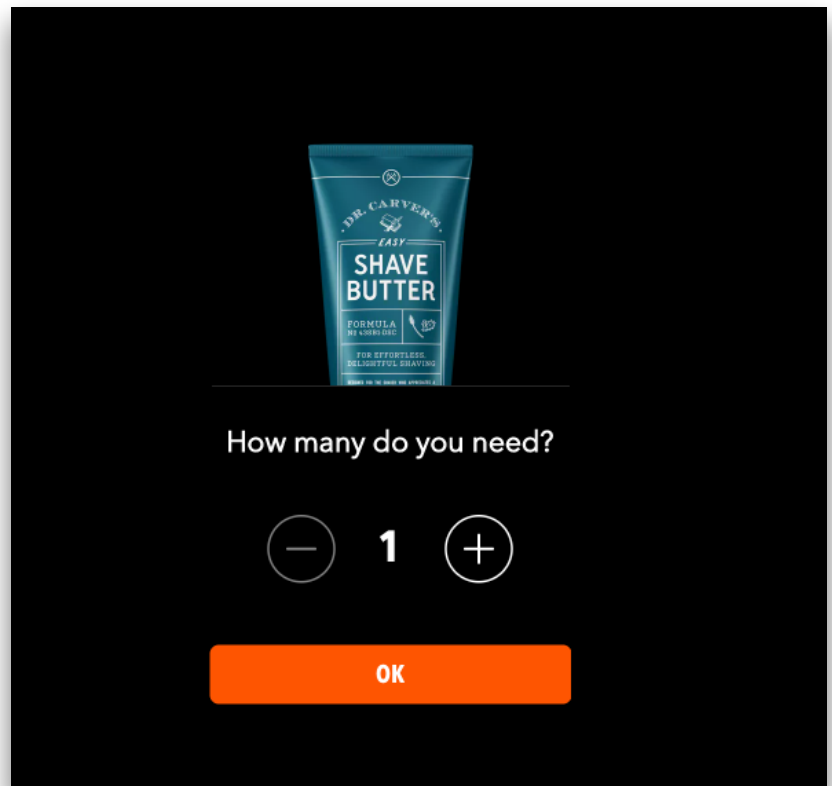
On-Page Upsell

DOLLAR SHAVE CLUB

In this example, Dollar Shave Club don't even offer an incentive, they just ask you straight up - "How Many Do You Need".

As a customer, it immediately makes you think that you need more than one, so you feel compelled to buy more.

#kaching



HOW CAN YOU IMPLEMENT THIS IN YOUR STORE/WEBSITE

Post Purchase Upsell

In this example, BOOM cosmetics use the Zipify one click upsell AFTER checkout.

Studies show that the biggest endorphin rush hits us just as we complete an order, so leverage that feel-good state and customise your post-purchase offers.

Post-Purchase One-Click Upsells

Limited time offer
Add a BOOM! Nectar 2oz to your order and save 15%
This limited time offer ends in 09:20

BOOM! Nectar 2oz
~~\$83.00~~ \$73.10
One drop of BoomNectar delivers a powerful dose of vitamins and nutrients to your skin to make you look (and feel!) more vibrant than ever.

Size: 1oz
Quantity: 12

Subtotal: \$73.10
Shipping: Free
Taxes: \$5.70
Total: USD \$78.81

Handpicked Essential Oils
We handpicked essential oils for Boom Calm including Calendula Essential Oil, Organic Lavender Essential Oil, and Organic Geranium Essential Oil. Together, these three essential oils soothe and nourish irritated or sun-kissed skin. We added another natural moisturizer, Organic Olive Oil, for its Vitamin E and essential fatty acids that quickly absorb into your skin. Finally, we chose Aloe Vera Gel, because it

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Subtotal: \$73.10
Shipping: \$0.01
Taxes: \$5.70
Total: USD \$78.81

Add to order
Decline this offer

HOW CAN YOU IMPLEMENT THIS IN YOUR STORE/WEBSITE

Upsell vs Cross Sell

Upselling

Offering customers a better, more expensive item when they go to purchase

Cross Selling

Offering customers additional products that compliment their purchase

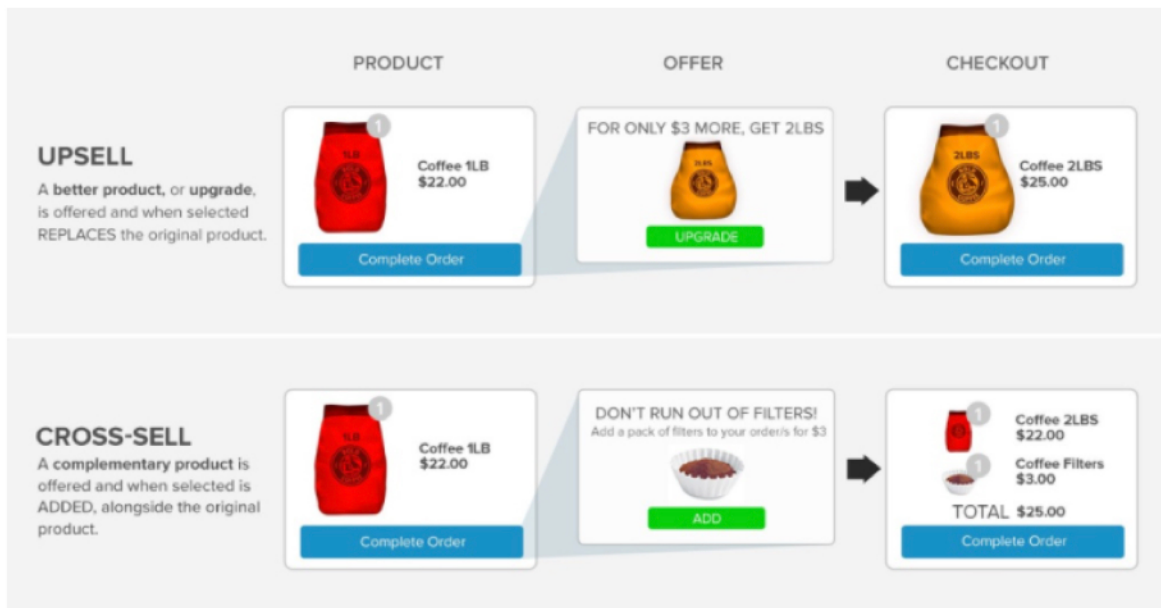


Image: bigcommerce

The Upsell Reality Check

If you can **add \$33**

to just **3 out of 10 orders**

and you have just **10 sales** a day...

Thats an extra **\$100 per day**

Or **\$36,500 per year!**

Bundling

BINDI NUTRITION

Cross-selling is the weapon in your sales-boosting arsenal - selling a complimentary product that will usually give an enhanced benefit to the purchaser.



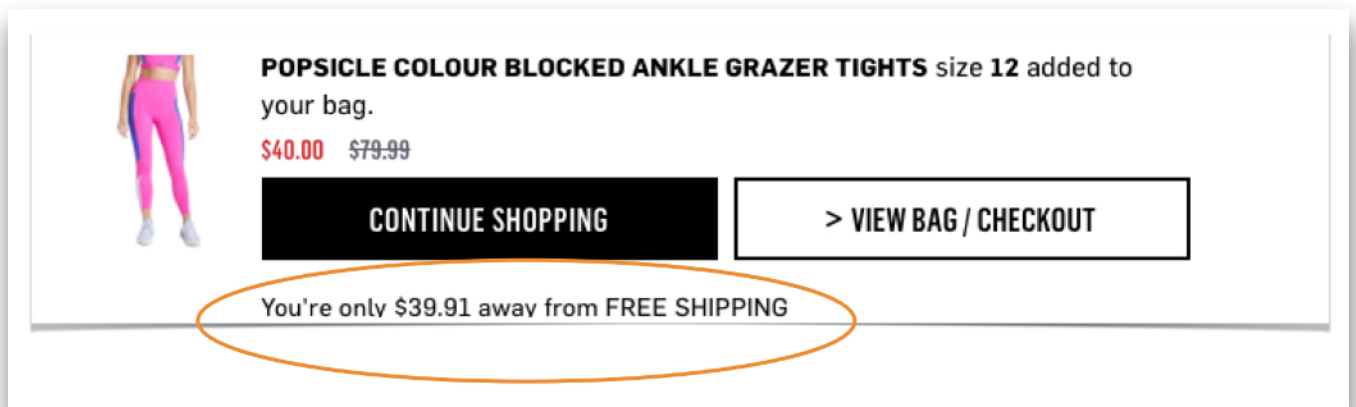
The screenshot shows a product bundle offer for Bindi Nutrition. On the left, there is a brown pouch of 'organic protein powder' and a white tub of 'Sports Hydration + Protein Bundle'. A red banner in the top left corner of the product image area says 'BUNDLE & SAVE'. To the right of the products, the text reads 'Bindi Sports Hydration + Protein Bundle' followed by the price '\$76.00' in green and '\$80.00' in grey with a strikethrough. Below the price is a dropdown menu showing 'Melon/Chocoli' with a double-headed arrow. To the right of the price and dropdown is a blue button that says 'Add to cart'.

A great way to encourage customers to buy more, is bundling your best sellers. Customers love having their buying decisions made easier, so in this example, Bindi Nutrition has bundled up two best sellers to give athletes better performance. These products are often purchased by customers in their subsequent orders, so offering them together is actually better for the customer (and the retailer)!

HOW CAN YOU IMPLEMENT THIS IN YOUR STORE/WEBSITE

Free Shipping Accelerator

Free Shipping is the highest motivator for customers, BUT, it costs you money. Having a free shipping threshold allows you to control the purchase journey. Incentivising your customer to hit that free shipping threshold, is a no-brainer offer, and an "upsell in disguise".



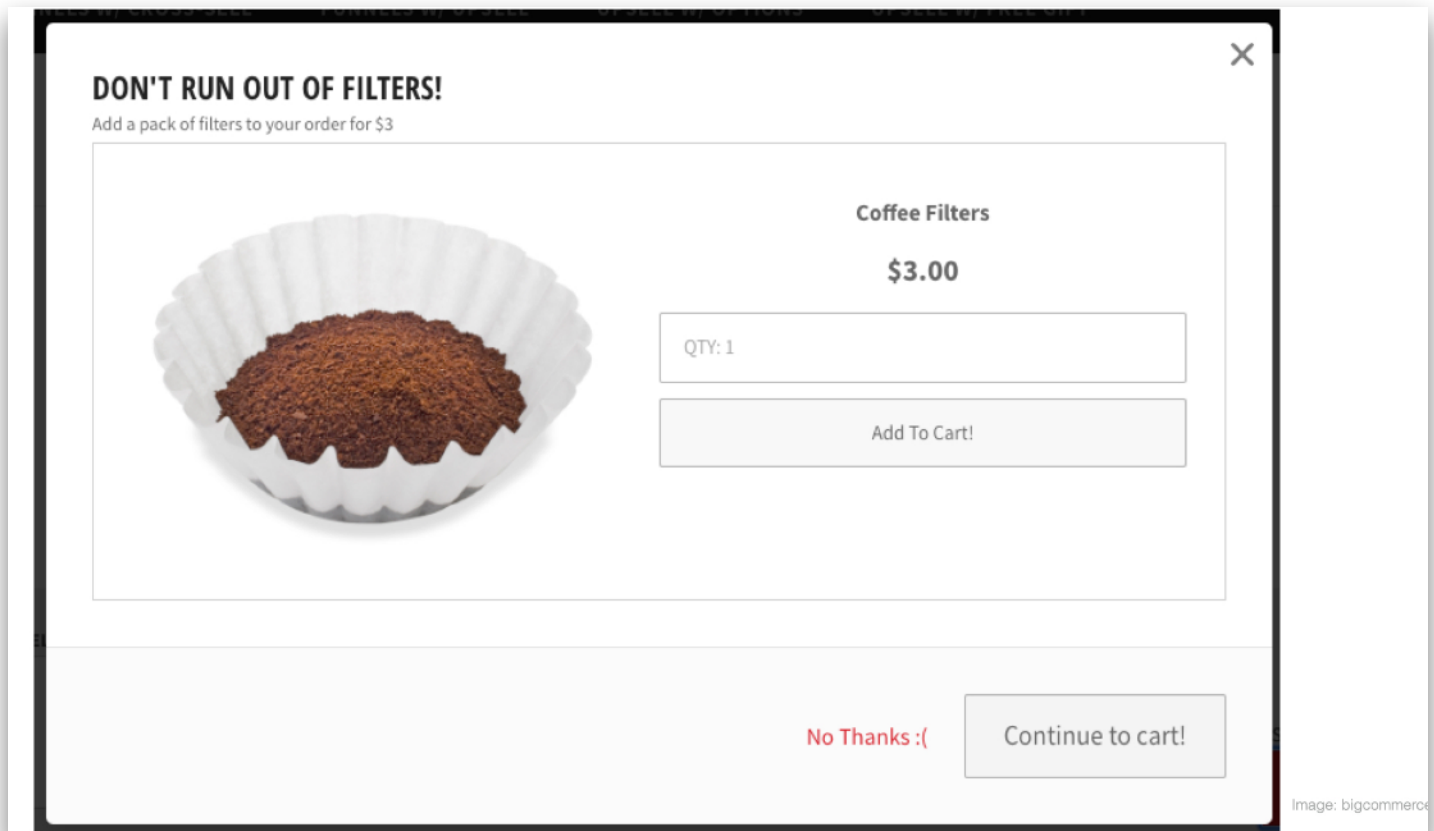
The image shows a white notification banner with a thin grey border. On the left is a small image of a person wearing bright pink leggings. To the right of the image, the text reads: "POPSICLE COLOUR BLOCKED ANKLE GRAZER TIGHTS size 12 added to your bag." Below this, the price is shown as "\$40.00" in red and "\$79.99" in grey. There are two buttons: a black button with white text that says "CONTINUE SHOPPING" and a white button with a black border and black text that says "> VIEW BAG / CHECKOUT". At the bottom of the banner, the text "You're only \$39.91 away from FREE SHIPPING" is displayed in a grey font and is circled with a hand-drawn orange oval.

HOW CAN YOU IMPLEMENT THIS IN YOUR STORE/WEBSITE

Pop-up Upsell

There are lots of apps that will allow you to add pop-up upsells to individual products. Offering complimentary products that enhance the buyers use of the original product is your go-to offer.

Hint: you can also do this instore with product placement and point of sale offers



HOW CAN YOU IMPLEMENT THIS IN YOUR STORE/WEBSITE

Your Turn

So how do you implement this in your store and get your team on board ?
It's easy to want to go all ninja warrior and start upselling and cross selling EVERYTHING.

Start with your top 5 selling products, and identify the complementary products that would benefit the customer if they purchased together.

Give yourself a target (try \$5 or 10% of an average order value to start off with).
Pull your team together and think of some ways you can increase the average sale order by \$5 (or 10%).

And investigate apps that will help you implement upsells on your ecommerce site (we love Zipify and Bold Upsell)

STEP 1

Look at your top 5 best selling products and see what you can upsell with them, and how they will benefit the customer.

| Product | Upsell Product | Why It Benefits the Customer To Have Both |
|---------|----------------|---|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |

STEP 2

Speak to your team and ask them which items people generally (or should) buy together.

- 1 _____ goes with _____
- 2 _____ goes with _____
- 3 _____ goes with _____
- 4 _____ goes with _____
- 5 _____ goes with _____