

TIPS FOR UPSELLING

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TIPS FOR UPSELLING SERVICES

- *Attitude is Everything.* Don't think "selling", think "extending service". You are offering options to the client to enhance the service to their pet. The biggest detriment to upselling is our own fears about being pushy. By holding back, you are depriving the client as well as yourself.
- *Consultation is Key.* Make each appointment fresh and new to the client. Ask open questions, such as "How is this style working for you at home?". Ask questions that might point to your additional treatments. Do not ask questions that can be answered with a "no". Ask WHAT they would like in the way of additional services, not IF they want them.
- *Know your services.* It's not enough to know that you have a paw treatment. Know how it works.
- *Put the Selling Points into your own words.* Don't just read the script; make it your own.
- *Believe in the services you sell.* Your passion will become contagious, but it cannot be faked. People see through faked enthusiasm. If you have trouble believing in anything you are selling, look for more information or talk to someone who passionately believes in that service.

TIPS FOR UPSELLING RETAIL ITEMS

- *Avoid making assumptions about what the client can afford.* That is their decision.
- *Talk to the customer.* Get them to talk about their pet so that you can make specific recommendations. Find out what other pets they may have.
- *Suggest products that will extend the value of the grooming service.* Grooming sprays, coat polish, styling sprays are all products that will help clients keep the pet looking good.
- *Put the item in their hands; don't just point to it.* It is more difficult to refuse an item that you are holding than one you are simply looking at.
- *Have the groomer make specific recommendations for products to take home.* Ideally, you also want to be able to track which products you have sold to an individual client so you can follow up and ask "How is that grooming spray working for you?" This can lead to another sale, and it shows that you care that they get value from your products.
- *Sell merchandise, especially collars, leads and accessories, before the grooming; sell products after the grooming.* The grooming staff can match bows to new collars, and otherwise make the grooming fit the purchases, and the products can be customized to the needs of the particular pet.

MOST IMPORTANTLY: Set sales goals for retail and add-on services. Sales don't just happen. Setting daily and weekly goals for yourself is the best way to increase your sales. Life is a game, and sales is a sport that can have great rewards.