

UPSELLING

Rapport = More CPO
Always have payment
Ask quality questions

- Rapport = More CPO
 - Always build comfort and trust, will lead to more CPO
 - Close the initial sale, build rapport, then ask questions
- Always have payment
 - Before offering more to buy, secure the original sale
 - If a customer gets distracted and ask more buying questions, let them know "*absolutely, let me take care of this first and then I can show you that*"
- Ask quality questions
 - "By the way, just so you know, I'll be your Cutco guy/girl. I like to keep everything on your account for next time I see you. What would be the NEXT thing on your list?"
 - "The more you buy, the better deal I can get you. So just for fun, can I show you what it would look like if you wanted to do ___?"
 - "I wouldn't be doing my job if I didn't let you know that since you're doing this, if you wanted to do __, then I could do this"

Situation Examples

- Buying 1-2 pieces = "Btw, just so you know, I wouldn't be doing my job if I didn't let you know that since you're buying these 2 pieces, if you wanted to get 5 pieces I can get you a better deal"
- Buying a smaller set (galley, homemaker) - "Btw, just curious, if you ended up liking these knives, do you ever see yourself upgrading to

the bigger set? (if they say yes) Okay, the reason I ask is we have a big goal this weekend, so if I just pay for part of the cost of the bigger set would you be open to that one instead?"

- **If the customer wants random items on their wish list, offer buy 3 get 1 free deals. Gadgets, knives, etc.**