



Upsells Unleashed: How to Hack Your Sales Funnel to Double Your Profits Using Upsells - With Your Existing Traffic and Existing Customers

Veena Prashanth

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Upsells = More Profits

Can you imagine being able to increase your earnings by 30%, 50% or even 100% – just by plugging in Upsells into your existing sales funnel? And to know that you can achieve such increases in profits with your existing traffic and existing customers?

No, I am not exaggerating or overstating the Power Of Upsells. It's a proven fact.

The basic principle of Upselling is to increase the average order value by offering customers the opportunity to purchase additional items that benefit, supplement or enhance their current purchase or experience.

Upselling is not just about getting additional sales. It is done with a desire to serve, rather than to sell!

It requires insight into understanding your customers and your market, a passion for providing great value and an inherent desire to enhance customer experience. Upsells are undoubtedly one of the most powerful tools in your marketing arsenal, they have been around for decades and they are here to stay!

Do you want fries with that?

McDonalds realized the power of upsells as early as 1970. Merely asking customers "Would you like fries with that?" makes McDonalds millions every year.

While Upsells are a must-have marketing strategy for every business looking to be profitable, unfortunately they aren't always incorporated by online businesses. Maybe that is because you don't have a product to upsell, or don't know how to setup an upsell , or you know how to do it but just the thought of putting it all together on the website, testing and making it all work gets so daunting that it ends up at the bottom of your to-do list. Or maybe the technical challenges presented by the automation of an upsell funnel, discourages you from even getting started.

There is no dearth of information online about Upsells, and everyone appears to have their own viewpoint and opinion on the best ways to upsell. The information is spread across thousands of pages. How do you process information that's available in bits and pieces on different web sites, validate the information and trust the credibility of the source?

The good news is now you can stop searching and researching about upsells. I am here to help!

This is easily one of the most comprehensive books on upsells.

It's 'The Answer' to all your upsell questions.

When I attend seminars where accomplished speakers boast about how they used upsells to make a boat load of money in their businesses, without offering any specifics on what tools they used or how they implemented it, I could not help but wonder what must be going on in the minds of others in the audience - like you.

Do you feel a sense of overwhelm knowing you need to implement some of the strategies to take your business to the next level but cannot afford to spend thousands of dollars to have someone guide you through each step or have it custom developed ? Do you feel like you need to attend these seminars to keep up with the latest happenings in your industry, but then end up more confused after attending them because while you are aware that you need to get from point A to point B, you don't have a clear sense of direction about the steps involved in getting there?

Incredible Upsell Tips

Find answers to all your upsell questions in this book!

- How should I price my initial offer and my upsell offer?
- Should my upsell be priced higher than the core product or should it be less expensive?
- Can I upsell a Continuity Plan? Or should it be the core offer?
- What's a good downsell offer for my upsells?

You will find answers to these and a LOT more in this book.

This book delivers step-by-step strategies that you can easily implement in your business and see your business soar to new heights!

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