

The Art of the Up-Sell

For as long as people have been selling things, people have been attempting to “increase” their sales via the “up-sell”, a tactic used by retailers to add to an existing sale by offering the customer a complementary product or service. The reason for the up-sell’s popularity is quite simple: It often works. If you’ve ever been asked “Do you want fries with that?” at a fast-food chain, you’ve been on the receiving end of an up-sell offer.

While the up-sell is quite popular, today’s consumer is quite savvy and therefore simply offering them a “good deal” is not enough. You have to sell the consumer on *why* this additional purchase is a good idea and *how* it will benefit them. In the optical world, the up-sell is a great way to sell suns, move slower-moving product or grow your customer base.

The best way to do this is to get to know your customer better. Do they participate in sports? Do they spend a lot of time driving? Do they have kids (and if so, when was the last time *they* had an eye exam)? The more information, the better. Once you know your customer, your approach to the up-sell can be more calculating (and hopefully, will yield better results).

Some up-sells in the optical world are fairly obvious (such as AR coatings or ultra-light lenses); but a little creativity can go a long way in making the sale.

A practical (and profitable) up-sell is sunwear. Whether a customer is buying Rx frames; or refilling a contact lens order, sunwear is a natural up-sell. Be sure to cover the damaging effects of the sun on vision and long term eye health, as well as the sun’s propensity to create wrinkles around the eyes. Once you’ve sold your customer on suns, you can further up-sell them by offering polarized lenses.

If a customer isn’t interested in suns, offer them a back up pair of optical frames from a special selection at a discount. This tactic is especially effective when selling children’s eyewear (as kids are prone to breaking or losing their frames). This special selection can be comprised of slower-selling frames, value brands and discontinued models. By selling your slower moving frames at a discount (instead of returning them), you’re not only making a sale, you’re clearing out space on your frame board for new styles.

You can also extend the discount on a second pair of frames to other members of a customer’s immediate family. If an adult is purchasing a frame, ask if their spouse or children wear glasses. By using this approach, you’re not only making an additional sale, you’re adding a consumer to your customer base.

Remember, the only way to successfully up-sell a customer is to *ask them*.

Courtesy of ClearVision Optical

For more information, contact: marketing@cvoptical.com