Upsell Brainstorming

*Client Relations Program Exercise*

Product + Upsell from….

*List any upsell opportunities/products. If you don’t currently have any, brainstorm at least one.*

*Examples:*

* THEPRBAR Pitch Pack; Upsell from New Pitch Template
  + $6.99 to $16.99 jump
* THEPRBAR Happy Hour; Upsell from THEPRBAR Pitch Pack
  + $16.99 to $299 jump

Point of Upsell:

*i.e. When will your current client have an opportunity to purchase. How will the information be presented?*

*Example:*

THEPRBAR Pitch Pack; Upsell from New Pitch Template

* Upsell pop-up on website during checkout – easy “add product” button / widget

THEPRBAR Happy Hour; Upsell from THEPRBAR Pitch Pack

* Post purchase email sent in 24-hours asking if they want a THEPRBAR Happy Hour to further learn how to use THEPRBAR Pitch Pack. \*Auto-generated\*
* If no response, send follow up two one week later to check in on progress/results with template.