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How to Cross Sell and Up Sell

If sales isn't your bag and the thought of actively trying to sell something brings you out in a cold sweat, don't panic. Here we give you some easy to follow advice on using simple sales techniques to improve your business and make your customers happy.

You may be happy to let your customers come in, buy only what they ask for and leave you to get on with the business of framing. But tried and tested sales techniques such as up-selling and cross selling can add real value to your business and hard cash to your bottom line.

Up-selling is generally defined as a sales technique used to entice the customer to upgrade to a higher value product rather than the one they were initially looking at. Cross selling is used as a term for selling add-ons and additional products to compliment the initial product purchase.

Done well, up-selling and cross selling can establish you as an expert, as someone who customers come to for advice on the right solution to their particular problem. It is something which needs to be prepared and practiced, particularly if you are unsure or self conscious. But once you're up and running it will help your business fly.

For anyone worrying about bothering their customers with a high pressure sales pitch, I suggest a change of mind set. Ditch the thoughts of dodgy double glazing sales people and think expert framer. Customers are coming to you, the expert, for design and preservation advice. This provides opportunities to give added value to your customer and an increased profit margin to your business.

Take this example. During the summer season, wedding bells will be ringing across the country so it is likely customers may approach you to frame their precious family photograph. All they expect is for you to frame it nicely, perhaps using a nice mountboard to match their wallpaper.

You know using conservation and other specialist materials will actively protect the contents, preventing the photograph from fading and discolouration and preserving it for years to come; but most customers will be unaware that such items are even an option. It's therefore up to you to advise on the framing options available and the benefits of choosing them. Whilst the cost of using products like conservation mountboard or Clarity glass are marginally greater than standard materials, the true value is in the protection of the piece on show. All you have

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to do is explain the benefits, giving your customers the option - they will appreciate your expertise and you will have successfully up-sold.

Customers are always looking for help in choosing a framing solution that will best enhance their artwork and complement the environment it will be in. But this doesn't necessarily mean that you need to stock a vast and varied array of different items. Larson-Juhl's catalogue can be used to show customers a wide choice of over 2,000 different mouldings, along with readymade frames, an extensive mountboard collection and extended choice of sundry items to suit all budgets.

You don't have to keep everything in stock because Larson-Juhl will aim deliver a product within 24 hours. With a full range of framing products at your fingertips, it's easy to introduce simple up-selling options.

If a customer is looking for something extra special to frame a prized possession you could suggest a hand finished moulding which will give added quality and a unique finish. Other simple up-selling options can be suggested too, such as wider mouldings or mountboards that are 6", 10" and 12" wide to give a dramatic effect. Offering advice on hanging and displaying items can open up a range of cross selling opportunities with everything from our 'Loft Swept' frame collection, which is a perfect choice for displaying artwork by leaning it against the wall as an alternative to hanging, to 'Newly' an innovative stylish and versatile picture hanging system.

One good tip is to put together a display of accessories and related products close to your point of sale so they are easily accessed and seen by your customers. This gives you a starting point from which to discuss a range of products to meet your customers' framing needs. By displaying a collection of complimentary products together for the customer to see you can show them how it will make the finished product look fantastic, and effectively increase your bottom line too.

Going one step further, think about putting together a bundle of products with a price incentive. For example think about the bigger jobs you do and bring together several smaller items which offer your customers an attractive all in one framing solution - perhaps include a sample moulding and mountboard, along with picture wire, D rings. You can offer a special

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price for the whole bundle to customers who will appreciate the value for money and the answer to their problems, while you will enjoy additional profit on the total sale.

The key to successful up-selling and cross selling is to prepare and practice – especially if you're self conscious. The more you practice the more natural you will sound and more confident you will appear to your customers. Remember you're the expert and you are only suggesting products which will benefit the customer or provide them with a better framing or mounting solution.

Up-selling and cross selling could hold the key to expanding and developing so why not try a new technique and get your business going upwards today?