

PALADIN DATA CORPORATION™

Biz Coach Webinars



Remember to Upsell Your Clientele

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TECHNICAL LEVEL:

EASY

INTERMEDIATE

ADVANCED





Remember to Upsell Your Clientele



- What it takes to compete in retail, today
- Changes in consumer expectations
- Cross-selling and upselling tactics and strategies
- How Paladin Point of Sale can help
- Learn more



Remember to Upsell Your Clientele

What it takes to compete in retail, today



You must:

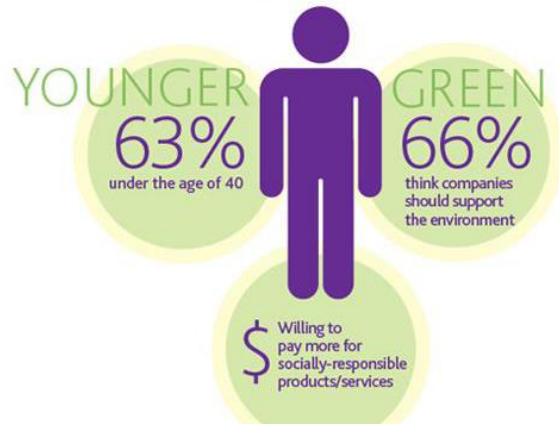
- Increase customer spend.
- Keep existing customers.
- Attract new customers.
- Compete with big-box & web stores.
- Offer a wide range of products.
- Maintain adequate inventory.
- Keep customers engaged.



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Changes in consumer expectations

GLOBAL, SOCIALLY-CONSCIOUS CONSUMER?



- Product information and pricing are available on consumers' smartphones.
- Loyalty is harder to achieve.
- Clothing is optional. (You can shop without leaving the house.)
- Consumers expect good service and fair prices.
- Customer service, helpfulness, and knowledge are the differentiators.



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Cross-selling and upselling tactics and strategies

“The probability of selling to a new prospect is 5-20%.

The probability of selling to an existing customer is 60-70%”

Rule #1: When upselling is done well, your customers will be happier and more loyal.

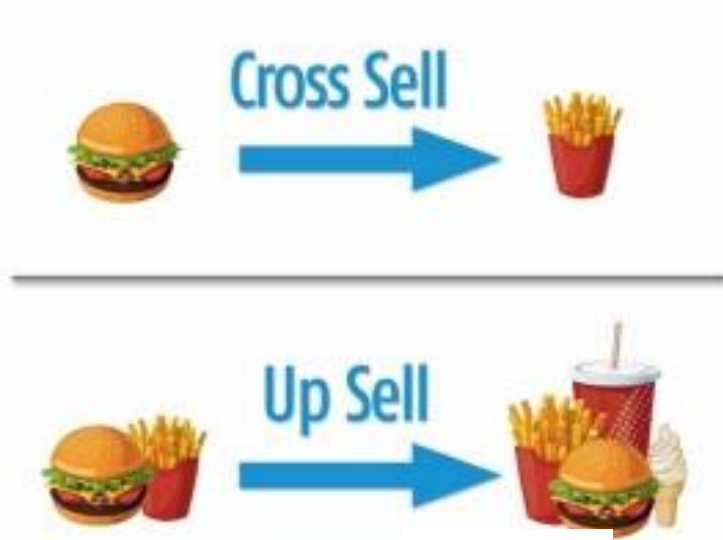
- Meet customers' needs while walking the aisles.
- Recommend required add-on products at checkout.
- Display impulse items around the counter.
- Offer to special order and deliver non-stocked items.
- Use your point of sale system to help you upsell.



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How Paladin Point of Sale can help

- Add engaging messages to receipts.
 - **New!** An inventory item's **Desc 2** text now displays on receipts.
- Include a QR code on receipts to direct customers to a special sale or unique opportunity.
- Prompt the cashier to suggest related items at checkout.
 - An inventory item's **Autotext** content is displayed to the cashier when they add the item to the invoice, and is printed on the customer's receipt.
- Use POS billboards to get the biggest bang for your buck!





Remember to Upsell Your Clientele

Learn more

To learn more about this topic, see the following resources in our [Help Portal](#):

- [About messages for customers at checkout](#)

A recording of this webinar will be available at portal.paladinpos.com/webinars.



Remember to Upsell Your Clientele

Our next webinar

Date: Tuesday, April 11, 2017, 9:00am PST

Title: **The Layaway Renaissance**

Description: After falling from favor in the mid-2000's, layaway is making a comeback! It's always been a great way to coax a consumer who's on the fence into making a purchase. This webinar will focus on the best way to set up a layaway for a customer and how to take payments. Layaway customers won't forget how easy you made it for them to get what they needed. Join the revival!

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Recording available at:
portal.paladinpos.com/webinars

