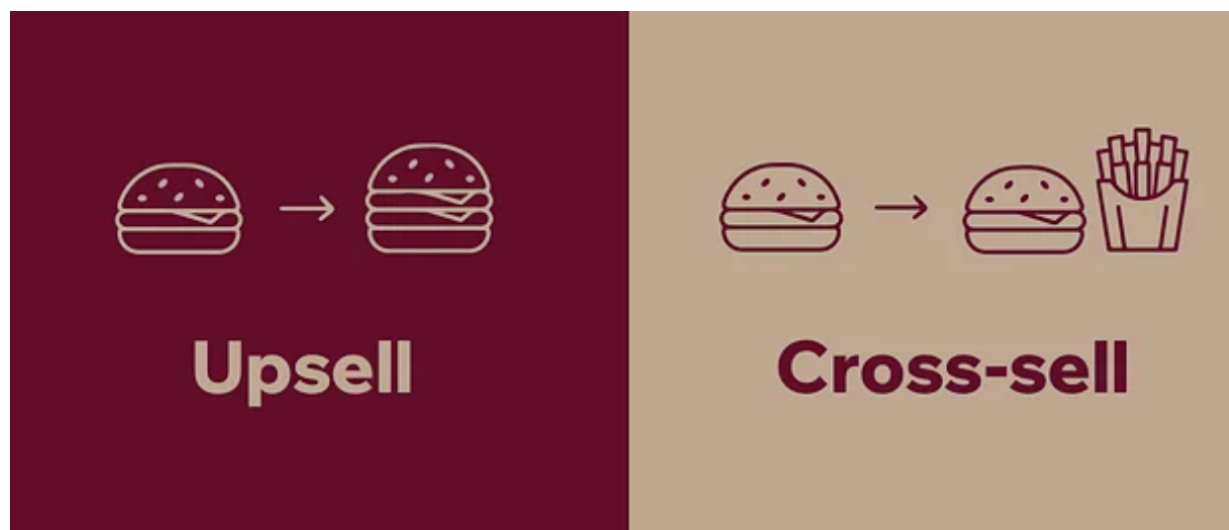


# Upselling and Cross-selling

2023



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## INTRODUCTION

The purpose of this Informational Document is to define two invaluable marketing techniques, namely upselling and cross-selling, something, which at the time of writing, is not done very well at Fenix. After a brief look at the two techniques, some possible upsells and cross-sells will be listed. This list will be a place for capturing all upselling and cross-selling ideas.



## DEFINITIONS

**Upselling** is the practice of encouraging customers to purchase a comparable higher-end product than the one in question for example a larger cup of coffee or a longer gym membership.

**Cross-selling** is the practice of encouraging customers to buy related or complementary items for example asking a coffee customer if they'd like a cake or sandwich to go with their coffee or offering a new set of sneakers to go with a gym membership.

## UPSELLING VERSUS CROSS-SELLING

Though often used interchangeably, both offer distinct benefits and can be effective in tandem. Upselling and cross-selling are mutually beneficial when done properly, providing maximum value to a customer and in increasing revenue to the seller.

While both cross-selling and upselling are meant to increase a seller's bottom line, there are differences in the way both of these tactics are approached.

Upselling is designed to increase the value of one purchase while cross-selling is designed to increase the total number of items a customer purchases.

Additionally, upselling typically focuses on a single product, while cross-selling involves selling multiple products.

Another thing to consider here is the buyer's intention. In both scenarios, the buyer only intended to purchase one item. With upselling, the intention is to get the buyer to purchase a better or higher-quality version of what they wanted. Cross-selling goes a step further and offers different products that aren't what a shopper intended to buy, but might make a purchase more enjoyable, well-rounded, or balanced.

## SUCCESSFUL UPSELLING AND CROSS-SELLING

Here are some tips for successful cross-selling.

### Knowing Your Audience

To effectively cross-sell, it important to know your customers' needs and preferences. Taking the time to understand what they're looking for as well as their budget is critical. This can be done by gathering data such as demographic information, collecting customer feedback, or looking at previous purchasing patterns.



## Understand the Customer Journey

Understanding the customer journey helps cross-selling by allowing the identification of opportunities to offer complementary products or services throughout the customer experience. By evaluating the customer's buying pattern, needs, and behavior, it is possible to determine which products or services could be beneficial to them.

## Identify Related Products

The identification of which products to cross-sell with each purchase is a good starting point. This can be done by offering related items, for example, a laptop case if a customer purchases a laptop. Another way to identify related items is to look at what items other customers have purchased together.

## Creating Bundles

Creating bundles can help cross-selling and upselling by enabling customers to purchase multiple related items at once, often at a discount, and thus make a larger purchase. According to research, bundling accounts for 10-30% of eCommerce revenue.

# UPSELLING AND CROSS-SELLING AT FENIX

## Vacate Cleaning

In addition to basic general, kitchen and oven, bathroom, window, wall and doors, and steam cleaning Fenix could offer the following:

### Upsells

- High-pressure cleaning including driveway, paths, alfresco, garage, porch, patio, pool paving
- Barbecue cleaning
- Rubbish removal and disposal

### Cross-sells

- Move-in cleaning
- Regular residential cleaning



## Presale Cleaning

In addition to basic general, kitchen, and bathroom cleaning Fenix could offer the following:

### Upsells

- Oven cleaning
- Windows cleaning including glass pool fences and glass balconies
- Wall and door cleaning including inside and outside walls
- Steam cleaning
- High-pressure cleaning including driveway, paths, alfresco, garage, porch, patio, pool paving
- Barbecue cleaning
- Rubbish removal and disposal
- Cobweb removal

### Cross-sells

- Open for inspection cleaning
- Settlement cleaning
- Move-in cleaning
- Regular residential cleaning

## Move-in Cleaning

In addition to basic move-in which incorporates general, kitchen, and bathroom cleaning with a special focus on disinfection, Fenix could offer the following:

### Upsells

- Oven cleaning
- Windows cleaning
- Wall and door cleaning
- Steam cleaning
- Barbecue cleaning



## Cross-sells

- Regular residential cleaning
- Spring cleaning
- Full disinfection fogging

## Regular Residential Cleaning

In addition to basic regular residential cleaning which incorporates general, kitchen, and bathroom cleaning, Fenix could offer the following:

## Upsells

- Oven cleaning
- Windows cleaning
- Wall and door cleaning
- Steam cleaning
- Barbecue cleaning

## Cross-sells

- Spring cleaning
- Annual steam clean
- Annual window clean

## Regular Office Cleaning

In addition to basic regular office cleaning which incorporates general, kitchen, and bathroom cleaning, Fenix could offer the following:

## Upsells

- Oven, microwave, and fridge cleaning

## Cross-sells

- Spring cleaning
- Annual steam clean



- Annual window clean including internal glass partitions
- Annual wall and door cleaning

## Steam Cleaning

In addition to basic carpet steam cleaning, Fenix could offer the following:

### Upsells

- Heavy duty (stain removal) steam cleaning
- Cleaning of rugs and mats

### Cross-sells

- Upholstery steam cleaning
- Carpet protection
- Upholstery protection
- Leather protection
- Dry cleaning

## Mould Cleaning

In addition to basic mould cleaning which is designed to simply remove the mould from a surface a prevent unsightly appearance, Fenix could offer the following:

### Upsells

- Fogging

### Cross-sells

- 6-month or 12-month guarantee
- Mould situation report with mitigation strategy
- Dehumidifiers sales



## High-pressure Cleaning

In addition to basic high-pressure cleaning, typically of alfresco areas, paths or driveways, Fenix could offer the following:

### Upsells

- All hard surfaces

### Cross-sells

- Roof cleaning
- House cleaning
- Graffiti cleaning
- Pressure cleaning with chemicals to remove special stains (oil, paint, etc.)
- Pressure cleaning of tile and grout