

Upsell Without the Hardsell

Jim Smith
Shopper Anonymous
May 2014



**National
Farm
Attractions
Network**



What is Upselling?



Who does it well?





**“Do
you
want
fries
with
that?”**





amazon[®]

The Amazon logo, featuring the word "amazon" in a bold, black, lowercase sans-serif font. Below the text is a yellow curved arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'. A registered trademark symbol (®) is located at the top right of the word.

Shop by Department

Search Electronics & Photo camera Go

Hello, Sign in Your Account Try Prime Basket Wish List

Electronics Best Sellers Deals Camera & Photo TVs, Blu-ray & Home Cinema Audio & HiFi Phones Sat Nav Computers Accessories



Samsung WB250F Smart Camera 2.0 with Built-In Wi-Fi Connectivity Cobalt Black (Dark Blue) (14MP CMOS, 18x Optical Zoom) 3.0 inch HVGA Touch Screen

by Samsung
★★★★★ (264 customer reviews)

Colour Name: Black

RRP: £249.99

Price: £99.99 & FREE Delivery in the UK. Details

You Save: £150.00 (60%)

In stock.

Sold by Incredible savings and Fulfilled by Amazon. Gift-wrap available.

Want it tomorrow, 8 May? Order it within 4 hrs 4 mins and choose One-Day Delivery at checkout. Details

- Smart Camera with built-in Wi-Fi connectivity
- bright 14MP BSI CMOS Sensor
- 18X Optical Zoom
- Bright 3.0" HVGA Touch Screen and 5 way key design
- Get complete control in every condition with Full Manual Mode (A/S/M)

See more product details

6 new from £99.99 3 used from £75.99 1 refurbished from £95.00

Quantity: 1

Yes, I want FREE One-Day Delivery with a free trial of Amazon Prime

Add to Basket

or

Sign in to turn on 1-Click ordering.

Add to Wish List

More Buying Choices

DE Elektronik Add to Basket £99.99 & FREE Delivery in the UK. Details

Gates Deals Add to Basket £99.99 + FREE UK delivery

eHome Add to Basket £99.99 + FREE UK delivery

10 used & new from £75.99

Have one to sell? Sell yours here

Share

Roll over image to zoom in

There is a newer model of this item:

See a problem with this suggestion? [Let us know](#)

Frequently Bought Together



Price For All Three: **£123.73**

[Add all three to Basket](#)

These items are dispatched from and sold by different sellers. [Show details](#)

- This item:** Samsung WB250F Smart Camera 2.0 with Built-In Wi-Fi Connectivity Cobalt Black (Dark Blue) (14MP ... **£99.99**
- Samsung 16GB Class 10 UHS-1 Grade 1 48MB/s SDHC Plus Memory Card **£14.75**
- BDX0501 New first2savvv heavy duty black camera case for SAMSUNG WB250F WB800F WB850F WB150 WB750 ... **£8.99**

Customers Who Bought This Item Also Bought

Page 1 of 16

 <p>BDX0501 New first2savvv heavy duty black camera case for SAMSUNG WB250F WB800F WB850F WB150 ... ★★★★☆ (33) £8.99</p>	 <p>Samsung 16GB Class 10 UHS-1 Grade 1 48MB/s SDHC Plus Memory Card ★★★★☆ (51) £14.75</p>	 <p>No1accessory blue EVA Carrying Case bag for SAMSUNG WB250F, WB250F, WB800F ... ★★★★☆ (12) £7.99</p>	 <p>GEM Camera Case for Samsung WB250F, WB800F ★★★★☆ (11) £9.67</p>	 <p>PremiumDigital Samsung WB250F Replacement Camera Battery ★★★★☆ (2) £5.49</p>	 <p>Samsung 16GB Class 10 UHS-1 Grade 1 48MB/s SDHC Plus Memory Card - Frustration Free ... ★★★★☆ (51) £12.00</p>
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Available Warranties for This Item

square

square

The Importance of Secondary Spend



- We'll cover:
 - Key areas for Secondary Spend in your business
 - What it demands of your staff
 - Actions
 - We have visited many attractions hence have considerable insight and a large database of stats.
-

Secondary Spend



- What percentage of revenue comes from secondary spend?

Secondary Spend



- What percentage of revenue from secondary spend? Let take a typical visit:
 - Entry for a family of 4 say £50
 - Lunch £25
 - Drinks / ice creams £15
 - Gift shop £5
 - Tractor ride £4
- Based on this, your secondary spend could be over 50% of the overall revenue

Secondary Spend



- What percentage of revenue comes from secondary spend?
- Do you measure it?
- Do you have a target?
- Where does the spend come from? Kiosks, restaurant, gift shop, animal feeds, guide books, competitions, rides etc....
- How well do you upsell on secondary spend areas
- Which areas are most profitable (or making a profit)?

Example: Tractor ride

- **Outgoings:**
 - Cost of tractor
 - Cost of fuel
 - Maintenance and insurance
 - Staff members
 - Tickets and receipts
- **Income:**
 - Money taken



Entry Options

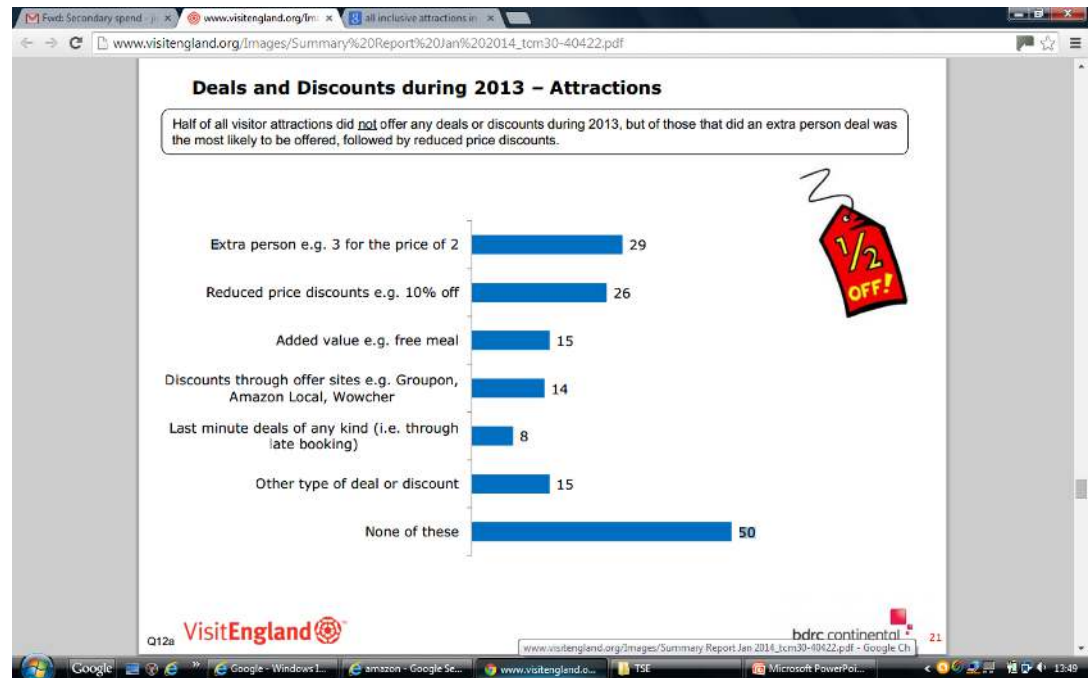
- All inclusive or entry only:
 - No stats
 - Polled shoppers and no conclusions
 - Is ‘all inclusive’ really just that?



“You won’t need to spend a penny more” – Woburn Safari Park

Pressure on Secondary Spend?

- People are now conditioned bargain hunters, and non essential extra costs are under scrutiny
- Museums Association Oct 2012, Rebecca Atkinson - Secondary spending in museum shops and cafes in London fell by 5.4% and 7.5% respectively, while heritage sites and cathedrals suffered a 20.2% fall in shop spend.



So are you making the most of the opportunity?



- Areas for essential secondary spend in attractions – entry, merchandise, food and beverage, photography, simulation, and departure
 - Do your staff recognise the importance of upsell, and are they geared up to help?
 - Our stats tell us the opportunities are being missed – presentation averages 85%, customer service 62%, ***sales skills – 37%***
-

Upsell works when...



- It enhances the visit - helpful
- It is relevant or specific
- It adds extra value to the experience
- It is warmly delivered with a smile, interest and rapport
- There is the option to say no
- It is not pushy or heavy



Friday, November 23rd Sale



Buy our stuff or the dog gets it.

The opportunities

- **Entry**

- Guides, quiz, animal feed, cafe / kiosk offers, offer tips and information

In 50% of occasions the activities were not explained

In only 50% we were offered a map or extra info

The opportunities



- **Entry**

- Guides, quiz, animal feed, cafe / kiosk offers, offer tips and information

- **Merchandise**

- Branded souvenirs, gifts aimed specifically at typical visitors – mugs, teeshirts etc
- Gift shop set up based on merchandising principles – e.g. Eyelines, hot spots , complimentary products near each other etc.

- **F&B**

- Kiosks in the right places, food options to suit varying tastes and pockets
- Generate great offers to make upsell easy – and make them visual

Not BOGOFs but...

Infusion 2,5€

PRIX DU CAFÉ EN TERRASSE

"UN CAFÉ" 7€

"UN CAFÉ, S'IL VOUS PLAÎT" 4,25€

"BONJOUR, UN CAFÉ, S'IL VOUS PLAÎT" 1,40€



The opportunities



-
- **Entry**
 - Guides, quiz, animal feed, cafe / kiosk offers, offer tips and information
 - **Merchandise**
 - Branded souvenirs, gifts aimed specifically at typical visitors – mugs, teeshirts etc
 - Gift shop set up based on merchandising principles – e.g. Eyelines, hot spots etc
 - **F&B**
 - Kiosks in the right places, food options to suit varying tastes and pockets
 - Generate great offers to make upsell easy – and make them visual
 - Food to go with drinks and vice versa
 - Table clearing and top ups
 - Desert menu on tables – make it easy for people to ‘buy up’
 - Avoid “Anything else?”

The opportunities

- Photography

- Photo opportunities – places, times, self take or professionally taken



The opportunities



- **Photography**

- Photo opportunities – key places and times, self take or professionally taken

- **Simulation**

- What are the opportunities for people to experience what they have just seen?

- **Departure**

- Great farewell – someone to say goodbye, repeat visit offers, season tickets

Also think about.....

- Keep people in – events spread through the day, and let people know when they are
- Social media – who tweets what's going on
- How do people find out about parties, deals, season tickets? (A few posters?)
- Posters in toilets, on cafe tables!
- Pricing – people love a bargain!



What does it demand of your staff?



"Remember, the secret to selling is 'sincerity' ... once you can fake that you've got it made."

What does it demand of your staff?



- Warm, open and welcoming – the basics
- Spot the opportunities
- Know the words to say:
 - How do we suggest they buy a guide book?
 - How do we ask if they want snacks with those drinks?
 - How do we approach someone who has had a coffee for 50 minutes?

Only 17% of restaurant staff could upsell the order

23% of shop staff could not answer a product related question

What does it demand of your staff?



- Great attitude
- Judge the customer – don't upsell to No.1s
- Use descriptive words – delicious, fun.....
- Approach Customers, Build rapport, Talk benefits, Converse with children and adults, Close the sale – in other words a bit of retail craft (it is teachable)

***The critical bit is the way it is said,
hence why your training is so
important.***

Recap and possible actions



- Entry tickets and deals – letting people know
- On line booking
- Measuring contribution of each area
- Offers that make it easy to sell up, and get more money in
- Revisit staff recruitment – include activities
- Charge each department with how they capitalise
- Let people know about events, parties, deals, season tickets?
- Keep people in longer – how?
- Staff training – include selling up skills
- Social media

Upsell Without the Hardsell

Jim Smith

07721 535429

Jim.smith@shopperanonymous.co.uk



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