

## in this issue:

- Become a Stampin' Up! Product Expert
- Focus on Improving Your Selling Skills
- Learn to Upsell
- Provide Great Customer Service to Encourage Repeat Business

## Get Ready, Get Set ... GO! with Increasing SALES

You can increase sales by becoming a Stampin' Up!® product expert, improving your selling skills, upselling, and providing great customer service.

### Become a Stampin' Up! Product Expert

**STAMPIN' UP!'S CATALOGS** should be the first places you look to find out more about products. Learn how products are organized in the catalogs so you can answer customer questions.

Learn details about each product in the Product Guide. The Product Guide is a perfect resource for answering any product questions your customers may have. In this guide, you'll find:

- Features and benefits
- Upselling suggestions
- Scripting
- Tips and suggestions for use

Learn about the current promotions to help you better sell products.

### Focus on Improving Your Selling Skills

- **USE FEATURES AND BENEFITS** statements to explain why a product is worth purchasing and what it can do. When a customer knows why Stampin' Up! carries a product, they'll understand why they need to purchase it.
- **HANDS-ON EXPERIENCE** and training with products lets your customers learn how fun it is to stamp and gets them excited.
- **USE STAMPIN' UP! PRODUCTS** in your demonstrations. If you show stamping supplies and products from other stores, it will hurt your sales!



- **CREATE A SENSE OF URGENCY** by explaining to your customers that some products are available for only a limited time. Use promotional sets for your Make & Takes.
- **ENCOURAGE YOUR HOSTESS** or previous customers to share with other guests what they love about Stampin' Up! products. Your hostess or previous customers may share ideas and experiences that hadn't occurred to you.
- **DEMONSTRATE STAMP SETS** that have a higher price.
- **SHOW THE VERSATILITY** of Stampin' Up! products.

### Learn to Upsell

#### Just What Is Upselling?

As a demonstrator, stamp sets are your core product line. Upselling is simply selling additional products to coordinate with stamps. Upselling is a selling technique that ensures your customer has everything she needs to complete a project. Because upselling also provides her with products that work well together, it has the potential to create more sales.

Try these simple ways to upsell:

- **ALWAYS CHECK A CUSTOMER'S ORDER** to see if she has everything she needs to complete a project.
- If there is something that she will need to complete the project, **SUGGEST IT**. Nothing is more frustrating than sitting down to do a project and finding out that you don't have the supplies you need.

- **DON'T BE AFRAID TO SUGGEST PRODUCTS** that will make a project easier to complete.
- **USE THE PRODUCT GUIDE**—it has great upselling suggestions.

### Change Your Opinion about Upselling

- Upselling isn't just about increasing sales; **IT'S ABOUT HELPING YOUR CUSTOMERS** get the most out of stamping.
- You may think that upselling products will irritate your customers, but often the opposite is true. **CUSTOMERS APPRECIATE THAT YOU CONSIDER THEIR NEEDS** as they work on their projects.
- **REMEMBER, PURCHASING PRODUCTS IS A PERSONAL DECISION** based on many factors, such as financial situation or interest level. Don't take a "no" as a rejection of you or future chances to order Stampin' Up! products.

## Provide Great Customer Service to Encourage Repeat Business

- Follow up with your customers to see what products they currently need.
- Keep your customers informed of upcoming promotions and catalogs.
- Providing great customer service creates loyalty and friendship—and both will keep customers coming back for future purchases. ♡

## make it happen

- Start becoming a product expert by reviewing the Product Guide and current catalogs.
- During your next workshop, review orders with your customers and look for upselling opportunities.

## looking ahead: ISSUE #11 Expand Your Customer and Hostess Base

## worksheet: INCREASING SALES

### becoming a product expert

Choose a product that you would like to learn more about. Review the current promotion to help choose the product. (Find information regarding the current promotion on the demonstrator website.)

Once you've chosen a product, look for information on that product in the current catalog and the Product Guide. You can also use the demonstrator website to find more information, as well as your upline. Write down what you find out about the product in the space we've provided here.

*Answer the following questions about the product you've chosen:*

1. What is a feature and benefit statement that I can share regarding this product?
2. How can I incorporate this product into my demonstration?
3. How could I upsell this product?
4. What could I teach my hostess about this product that she could share with her workshop guests?