



# The Power of Suggestion: Basics of Add-on Selling

1. Make a list of at least 10 items around the store that you think would make impulse items. Then for each of the items, write where you think it is merchandised in the store.

ITEM	WHERE IT IS MERCHANDISED
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

2. For each of the following products, what are two add-on items you could sell?

- Power Drill \_\_\_\_\_
- Water Heater \_\_\_\_\_
- Gallon of Paint \_\_\_\_\_
- Hammer \_\_\_\_\_
- Lawn Fertilizer \_\_\_\_\_
- Thermostat \_\_\_\_\_
- Deadbolt \_\_\_\_\_
- Ceiling Fan \_\_\_\_\_

3. Why is it important to suggest add-on sales to customers?

4. List three ways you could prompt customers to buy add-on sales.