



# Tips for Add-on Selling

**LESSON OBJECTIVE:** Give your employees some pointers for encouraging add-on sales.

**HOW TO USE:** Distribute the downloadable infographic to your employees or hang it in the breakroom as a daily reminder. Discuss the points of the PDF during a employee meeting.

**LENGTH:** About 3-5 minutes to review the PDF.

**DISCUSSION GUIDE:** Add-on selling is when we make suggestions of other items the customer may want to purchase. Usually, these are items that are part of the customer's project, so we're providing good customer service when we make sure they don't forget anything. But, we are also usually helping the store make a better profit on the sale.

It's important that, when we are helping customers, we are actively thinking about all of the items customers might need as they finish their project. Then, tactfully suggest those items to customers. Your goal is not to be a pushy salesperson, but rather someone who is genuinely interested in helping them be successful at their project. Here are some selling techniques you can use to help you be more effective at add-on sales.

## 1. Listen

Always listen to everything the customer has to say about their project before starting to offer advice. Ask questions to clarify anything you don't understand. You want to understand their project, but you also want to know if they've done the project before, and if they have, how long it's been. Has anything changed since the last time they did the project? Perhaps there is a better solution to their problem than there was the last time they did it.

## 2. Make a List

Once the customer has explained their project and you've answered their questions about it, ask if they have a list of everything they need. If they have a list, review it to see if they forgot anything they will need to finish that project. If they don't have a list, make one for them. As you're making the list, make sure they understand why each item is important to the project. You don't want to sell them anything they don't need, but you also don't want them to forget something that might cause them to make a second trip to the store.

## 3. Anticipate Needs

Think about all phases of the project, including what they may need to prepare through how they will clean up. Anticipate needs customers may not have considered yet. Sometimes they may not immediately recognize how the product you suggest relates to their project, so be prepared to explain. For example, if a customer is staining a deck, they may need to repair the deck before staining. Therefore, they may need some deck screws or replacement lumber.

## 4. Focus on Savings

Remind customers that by doing a project themselves, they are saving a lot of money. Therefore, they might be able to justify a larger purchase. You can suggest a larger ticket item, such as a power tool, that would help them complete their project. They will likely still be spending less money than they would if they hired someone, and they would have a tool they can use many times in the future.

## FOR FURTHER TRAINING:

Add-on selling is only part of the selling process. To learn more about retail sales techniques, take NHPA's Basic Training Course in Selling Skills. It is available to NHPA Training Members at [yournhoa.org](http://yournhoa.org).