

L I V E W E B I N A R

Upselling 101

SinaLite



Wholesale Trade Printer



Hello, I am David

PRINT BUSINESS GROWTH SPECIALIST



A wholesale trade printer that works exclusively with printers and print sellers

Overview

What is upselling?

Understanding client needs

Knowing the price range

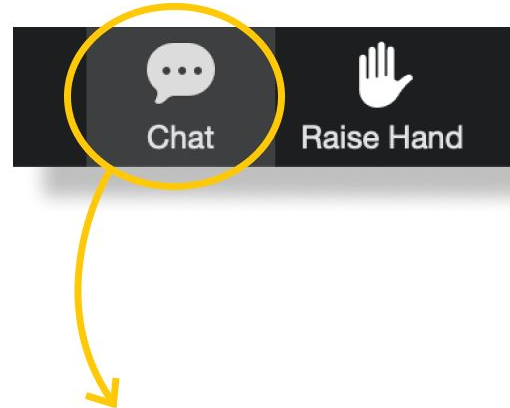
Using your Sample Kits

Do's and don'ts

Conclusion & contact info.

What are your biggest challenges in upselling?

Use the chat box to let us know





What is upselling?

Encouraging the customer to purchase an **upgraded version** of their original product or service

Example of an upsell



14pt Matte Finish Business Cards



16pt Gold Foil Business Cards



Webinar Poll

Understand your clients' needs.

Provide **value**.

Don't be afraid to upsell something new!

www.sinalite.com



Know your client's price range.

Keep recommendations **reasonable.**

Coating

UV on both sides

Price: ~~\$17.00~~ **\$6.20** 10% OFF

Free Shipping in the USA

No duties or taxes required.

In your hands by Thurs. Nov. 14, 2019.

Upload Artwork



Shipping Calculator



Markup Calculator

Use SinaLite's Markup Calculator

Use your SinaLite **Sample Kits.**



Do's and Don'ts



Keep it simple



Don't be pushy



Be informative



**Highlight the
benefits**

That's it, folks!

**Please fill out our survey.
Thanks for attending!**

SinaLite


Webinar: Upselling 101

Thank you for attending our Upselling 101 webinar. Please provide feedback so that we can create better webinars for you in the future.

* 1. Please provide the email address associated with your SinaLite account.





Contact Info.

David Tabuas
Print Business Growth Specialist

Phone: 1-866-899-2499

Email: webinar@sinalite.com