

Suggestive Selling Suggestions

One effective sales technique used to motivate your customers to action is suggestive selling. This is also commonly referred to as the “up-sell” or “add on selling”. We are going to discuss the benefits of suggestive selling and offer tips on how to do so effectively.

To begin with let us review 3 specific benefits which come as a result of suggestive selling:

1) Increased sales

Through suggestive selling, the customer may make a purchase he wasn't going to otherwise.

2) Improved efficiency

When dealing with indecisive customers our kindly suggestions could help speed up the process.

3) Shows personal interest

Instead of viewing it as you trying to up sell, most customers will appreciate the helpful suggestions. This personal interest will help you retain a solid base of loyal regular customers.

With these 3 benefits (and we can also say objectives) in mind let us consider some useful tips which will contribute to effective suggestive selling.

- Get to know your customers

If you know the needs of your customers this will help tailor make your suggestions. For example if you know someone doesn't like spicy food, it wouldn't make sense to recommend they order a spicy sausage or that they try Jalapenos on their hot dog or sausage. Not only doesn't make sense, but it shows a lack of personal interest, because you failed to consider their needs before making the suggestions. But on the flip side, if you know that they love spicy foods, they would appreciate any suggestions you give that would increase the heat. This would show a positive personal interest.

- Don't interrupt a customer while he is ordering something he really wants.

The purpose of the up sell isn't to talk your customers out of items they enjoy. It is to complement those items. We can take this back to our first point about getting to know our customers wants and needs. Our spicy chili hot dog might cost more than our standard hot dog, but we don't want the customer to think we are more interested in their money than them. So any attempts to up-sell should be tailor made to the customer.

- Do not hesitate to suggest things

You could lose out on sales by your reluctance. For example it is quite a simple thing to offer drinks and other side items with their food. Once again, the customers generally view these suggestions as personal interest.

- Be positive with your suggestion

For example instead of asking “would you like a drink with that?” ask them “what kind of drink would you like that?”. The simple change in wording will provide positive reinforcement, and increase your chances of your customer ordering a drink.

- If you have any employees provide them with suggestive selling training
You can discuss with them the benefits and teach them some simple techniques.

So as you see suggestive selling is a very simple cost effective (it's free!) way to promote sales. Not only does it increase sales but it improves efficiency and it displays a personal interest in your customers. Implementing these simple practices will greatly contribute to the success and growth of your hot dog cart business.