The Art of the Up-Sell:
A presentation on Good - Better - Best Selling Strategies
When was the last time you bought the least amount your money could buy?
Buying Decision Based on:

• Appearance
• Value
• Maintenance
• Warranty
• Performance
Good - Better - Best Opportunity

- Help Homeowners understand differences and options
- Credible, fast way to explain differences
  - Features and Benefits
  - Customers love options
- Help customers make better buying decision
- Increase commissions, make more money!!
Good - Better - Best Conversion Selling

• Quote three quality/price levels in every opportunity

• Select an approach
  — Different products (wood, vinyl, etc.)
  — Different levels of same products (New Lexington, Chesterfield smooth, Chesterfield CertaGrain®)

• Customer choice and education is the key

• 40 - 40 - 20 Sales Rule
40-40-20 Rule

• 40-40-20 Selling creates blended margin
  – Allows more margin from same number of sales calls
  – Drives sales of better and best offering
  – No one wants the good offering when they can afford better

• Conversion Selling of low margin to high margin
  – Turn current sales into more profitable transactions
  – NO FEAR PRICING promotes NO FEAR SELLING due to multiple options by you
No Fear Selling

• Remove the assumption of what your customer can afford
  – Allows for the up-sell
  – Customers want options
  – Offer multiple choices in same line

• Conversion Selling
  – Turn current sales into more profitable transactions
  – If you don’t offer it, you won’t get it

• Again, when was the last time you bought the least amount your money could buy?
## Case 1: Backyard Privacy Fence (Cedar vs. Vinyl - 246’ Job)

<table>
<thead>
<tr>
<th>Style (with Gate)</th>
<th>Average Material/foot cost</th>
<th>Mark up on product</th>
<th>Margin dollars per foot</th>
<th>Margin dollars made on same size job</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cedar 6’</td>
<td>$7</td>
<td>30%</td>
<td>$2.10</td>
<td>$516</td>
</tr>
<tr>
<td>New Lexington 6’</td>
<td>$15</td>
<td>30%</td>
<td>$4.50</td>
<td>$1,107</td>
</tr>
<tr>
<td>CertaGrain® Blend</td>
<td>$33</td>
<td>30%</td>
<td>$9.90</td>
<td>$2,435</td>
</tr>
</tbody>
</table>
## Base Line
(100 Jobs/Week/Month/Quarter/Year)

<table>
<thead>
<tr>
<th>Job/Profit</th>
<th># of Jobs</th>
<th>Total Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cedar/$516.00</td>
<td>100</td>
<td>$51,600</td>
</tr>
<tr>
<td>Style</td>
<td># of Jobs</td>
<td>Profit</td>
</tr>
<tr>
<td>---------------------</td>
<td>-----------</td>
<td>----------</td>
</tr>
<tr>
<td>Cedar</td>
<td>40</td>
<td>$516.00</td>
</tr>
<tr>
<td>New Lexington</td>
<td>40</td>
<td>$1,107.00</td>
</tr>
<tr>
<td>CertaGrain®</td>
<td>20</td>
<td>$2,435.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Skeptical?

• Don’t think it will work?

• Good - Better - Best Used in most all advertising...

• Good - Better - Best Used in most all marketing...

• YOU SEE IT EVERY DAY!!!!
Good - Better - Best: Televisions

SHARP AQUOS

60" AQUOS 1080p 120Hz LED HDTV
Only $999.99

70" AQUOS 1080p 120Hz LED HDTV
Only $1699.99

80" Full HD 1080p LED Smart TV
SMP 4999.99 now $3999.99
Good - Better - Best: Tires/Electronics

**FIREHAWK**

Firestone Firehawk Wideoval AS
- Price: $154.99 ea.
- All-Season
- 50,000 mileage warranty
- Performance Tires

**FIREHAWK**

Firestone Firehawk PV41 ↑
- Price: $262.99 ea.
- Performance Tires
- Size: P225/60R16
- Load Index: 97 (1609 lbs)

**FIREHAWK**

Firestone Firehawk PVS
- Price: $288.00 ea.
- Winter Tires
- Size: P225/60R16
- Load Index: 97 (1609 lbs)
- Speed Rating: V (149 mph)
- Sidewall: Black Letter/Black Wall

**TOSHIKA**

AMD Dual-Core E2-1800 Accelerated Processor

**TOSHIKA**

AMD A4-4300M Accelerated Processor

**HP**

AMD Quad-Core A8-4555M Accelerated Processor

**HP**

AMD A4-4300M Accelerated Processor

Bufftech®
Good - Better - Best: Gas
## Case 2: Backyard Privacy Fence Vinyl vs. Vinyl

<table>
<thead>
<tr>
<th>Style (with Gate)</th>
<th>Average cost/foot</th>
<th>Mark up on material only</th>
<th>Margin dollars/foot</th>
<th>Margin dollars made on same size job</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Lexington</td>
<td>$15.00</td>
<td>30%</td>
<td>$4.50</td>
<td>$1,107.00</td>
</tr>
<tr>
<td>Chesterfield</td>
<td>$22.00</td>
<td>30%</td>
<td>$6.60</td>
<td>$1,623.00</td>
</tr>
<tr>
<td>CertaGrain® Blend</td>
<td>$33.00</td>
<td>30%</td>
<td>$9.90</td>
<td>$2,435.00</td>
</tr>
<tr>
<td>Job/Profit</td>
<td># of Jobs</td>
<td>Total Profit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------</td>
<td>-----------</td>
<td>----------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Lexington</td>
<td>100</td>
<td>$110,700.00</td>
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</tbody>
</table>
### Good - Better - Best Conversion Selling
(100 Jobs/Week/Month/Quarter/Year)

<table>
<thead>
<tr>
<th>Jobs</th>
<th>Profit</th>
<th>Total Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Lexington - 40</td>
<td>$1,107.00</td>
<td>$44,280.00</td>
</tr>
<tr>
<td>Chesterfield - 40</td>
<td>$1,623.00</td>
<td>$64,920.00</td>
</tr>
<tr>
<td>CertaGrain® - 20</td>
<td>$2,435.00</td>
<td>$48,700.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>$157,900.00</strong></td>
</tr>
</tbody>
</table>
Take a Look at Cedar
Cedar Fence

• **Pros**
  – Low initial purchase price
  – Accepted uneven appearance upon install
  – Highly available
  – Many dealers offer wood

• **Cons**
  – Quality of wood available
  – Picket shrinkage – become “semi-private” quickly after install
  – High maintenance expense
  – Appearance changes after install
  – Little differentiation in dealer network
  – Wood rot
Take a look at New Lexington
New Lexington

• Pros
  – Value price point
  – Consistent appearance
  – Virtually maintenance free
  – Replacement pieces look the same as existing material
  – Lifetime limited warranty
  – SureStart™ warranty
  – Steel reinforced bottom rail
  – Decorative top and bottom rail
  – Attractive narrow picket look
  – Impervious to rot and insects
  – Two color options (white and almond)

• Cons
  – Does not emulate wood
Take a look at Chesterfield Smooth
Chesterfield Smooth

- **Pros**
  - Consistent appearance
  - Virtually maintenance free
  - Replacement pieces look the same as the existing material
  - Lifetime limited warranty
  - SureStart™ warranty
  - Steel reinforced bottom rail standard, with top rail steel option
  - 2x6 decorative top and bottom rail
  - 115 mph wind gust capacity
  - Heavy wall 5x5 post (.170)
  - Attractive narrow picket look
  - Impervious to rot and insects
  - Three color options: white, almond, clay (ColorLast® fade protection)
  - Increased rackability

- **Cons**
  - Higher initial purchase price than New Lexington
  - Does not emulate wood
Take a Look at CertaGrain®
Chesterfield CertaGrain®

- **Pros**
  - Emulates look of real wood
  - Consistent appearance
  - Virtually maintenance free
  - Replacement pieces look the same as the existing material
  - Lifetime limited warranty
  - SureStart™ warranty
  - 2x6 steel reinforced top and bottom rail
  - 115 mph wind gust capacity
  - Heavy wall 5x5 post (.170)
  - Attractive narrow picket look
  - Impervious to rot and insects
  - 12 color options
    - Nine dark colors backed by ColorLast® fade protection
    - Including Nine blends
    - Increased rackability

- **Cons**
  - Premium price point
Keys to Good - Better - Best Selling

• Utilize the Psychology of Choice
  – Don’t pre-judge
  – Customers deserve a choice
  – Always offer 3 distinct options

• Conversion selling
  – Turn existing sales into more profitable transactions
  – No fear pricing

• When was the last time you bought the least amount your money could buy?