

Installation Guide

How To Install and Use the Risk-Free Upsell Script That Came With Your “Self-Liquidating Offers” Special Report

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Tried and Tested Trailblazing Up-Selling and Cross Selling Techniques

(and boy do I mean tried and tested!)

I'm going to share a little secret with you on how we managed to double (and even triple in some cases) our average ticket prices through the use of a few trailblazing up-selling and cross selling techniques we implemented into our checkout process. This technique is absolutely golden so pay close attention.

**It's important to first note that this technique can be implemented in several different ways especially to fit the needs of a particular shopping cart or checkout system. The method described here is an example of just one of those as we specifically designed it to work efficiently with both our shopping cart and customer service department.*

Seeing Opportunity In The Limitations

We were always thinking about different ways to up-sell unfortunately due to the limitations of our shopping cart provider 1ShoppingCart.com (which is a great cart don't get me wrong) there just weren't too many ways to go about doing this...*or were there?*

One thing we could do was set custom thank you URLs (*the page customers are taken to after completing the checkout process*). Luckily, our shopping cart posted variables to the thank you URL including order ID, product name, customer name and more as is the case with many carts.

We realized that we could use this data in conjunction with a set of custom scripts to take the customer through a series of up-sells after they order and simply email the results to our customer service department where they would be manually added to the customers order (*again do to the limitations of our shopping cart*).

Even better, this method doesn't put the original sale at risk considering the original order has already been completed.

Of course, you could have any number of up-sell offers in the series be it four as in the example diagram above or even just one. Using this method you could even take your customers through a series of ten different up-sells if you wanted to. To be perfectly honest, you're probably not going to want more than three as we've found in our own case studies people pretty much just get irritated after that point.

Fields You Need To Edit In the process.php File:

thankyou.php – The “thank you URL” you set in the shopping cart. This would actually be your first up-sell offer and would contain a variable identifying that up-sell offer. It is also grabbing the data variables passed through from the cart to be sent on through the entire process. Specifically, we only needed the order ID for our particular up-sell application.

offerXyes.php – The second up-sell offer in the series. In addition to being the next up-sell offer this file also contains the order ID variable passed from the cart and through process.php and also the up-sell item variable identifying that specific up-sell or product. It can also contain a message notifying the customer of the addition to their order which we typically place at the top of the page.

offerXno.php – This file is virtually identical to offerXyes.php except that it shouldn't contain any message notifying the customer of any additions to their order as this is the file they're to sent to by process.php if no action was taken (as in the customer clicked “No”)

thankyou.html – this is the actual confirmation page you will send your customers to after they've completed the up-sell process and requires no special coding. It is not to be confused with thankyou.php.

As mentioned above, offerXyes.php and offerXno.php also each contain unique Google Analytics tracking codes which allow us to extrapolate sales data on each step and gauge how well certain aspects of the system are working or selling.

Experiment!

We do a lot (*and I do mean a lot*) of testing with our up-sell systems. I designed it in such a way that we can quickly change the page design and copywriting, rearrange the offers and even change the way the customer clicks through the process.

One cool thing we discovered is that conversion increased just by changing between offers the method in which the customer is able to click on to the next offer. For example, if you're using multiple upsells, your customers will quickly get trained on exactly where they needed to go to click "No" to decline all your offers and precede to the download page. So the way we got around this is we simply placed the "Yes" and "No" buttons in different places throughout all of the up-sell pages.

Just making them "hunt" a little for the "No" link bought us the extra time we needed to let our sales copy do its job, and this one little tweak increased conversions on our upsells across the board.

Not A Programmer? I Can Do It For You!

I know this all sounds a little complicated, but once installed there's really nothing to it. If you don't have the programming skill or time to do it yourself you can contact me by emailing cullen@optimizeyourcart.com and I can quickly build you a custom solution.

Another service I offer is 1shoppingcart.com checkout customization. Just a few of the things I can do is add, remove, rearrange form fields, add or remove certain elements, add testimonials (with pictures) to the side columns (or anywhere!) and loads more. For more information, go to: <http://www.optimizeyourcart.com>