



Pick a cheaper related product:

Cross-sell products should be at least 60% cheaper than the product added to basket, so buyers consider adding them to their basket even though they didn't originally intend to purchase them

Go for products that are easily missed out:

Filters for lenses, earphones for mobile phones, lighter for a gas stove, the possibilities are endless

Don't offer too much

Try not to bombard the customer with too many choices that distract them, so they end up abandoning their cart.





Ensure you know your products

You can not upgrade a product if you don't know what the upgrade options are. An upgrade is normally something more expensive to the customer so they will need to know what they are getting for the extra money.

Make sure the product still relates to what they originally asked for. The customer will disengage if you offer a product that is not what they asked for.

