**Training Tool: ACT Upsell Opportunities**

**Purpose**

To maximize sales opportunities by identifying and executing upsell strategies when processing ACT Entertainment purchase orders.

**Upsell Evaluation Process**

**Private Label / Non-GC-LBL Items**

1. **Review Previous Orders:**
	* Ordered within **6 months** and PO quantity ≤ previous order – **Good opportunity**
	* Ordered within **6-12 months** and quantity = previous order – **Slight opportunity**
2. **Upsell Guidelines:**
	* If PO quantity = **1000**, suggest **1000 or 1500** units.
	* If PO quantity < **1000**, suggest increases in **500-unit increments**.
3. **Include cost savings per piece** when reaching out.

**Guitar Center Label (GC-LBL Items)**

1. **Review Previous Orders:**
	* Ordered within **6 months** and PO quantity ≤ previous order – **Good opportunity**
	* PO quantity close to next price break – **Good opportunity**
	* Ordered within **6-12 months** and quantity = previous order – **Slight opportunity**
2. **Upsell Guidelines:**
	* If PO quantity = **1000**, suggest **5000 units**.
	* If PO quantity = **5000**, suggest **10,000 or 15,000** units based on order frequency.
3. **Provide at least two price break options** where applicable.

**Client Communication Scripts**

**Multi-Item Upsell**

**Subject:** Cost-Saving Opportunities for Your Order

Hi [Client's Name],

Thank you for your purchase order! I noticed you frequently order these items and wanted to highlight some cost-saving opportunities:

* **[Item 1]** – Suggested Quantity: [X] – Price per piece: [$X.XX]
* **[Item 2]** – Suggested Quantity: [X] – Price per piece: [$X.XX]

Would you like me to update your order to reflect these savings?

Best,
[Your Name]

**Single-Item Upsell**

**Subject:** Opportunity to Save on Your Order

Hi [Client's Name],

Thank you for your purchase order! I noticed you recently ordered **[Item Name]**. You can save **[$X.XX] per piece** by ordering **[quantity]** instead.

Would you like me to update your order?

Best,
[Your Name]

**ACT Order Upsell Checklist**

**Open the PO & Identify Item Type**

* Is this a Private Label / Any Other Item *(Anything other than GC-LBL items)*
* Guitar Center Label (GC-LBL items)

**Private Label / Any Other Item (Non-GC-LBL)**

1. Search for the previous order containing the item. Was this:
	* ordered within the past 6 months?
	* ordered 6-12 months ago?
2. Upsell Process:
	* Did you include savings per piece?
	* Did you review the order history?
	* Upsell Guidelines:
		+ If PO quantity = 1000 → Upsell in 1000 or 1500 units.
		+ If PO quantity < 1000 → Upsell in 500 unit increments.

**Guitar Center Label (GC-LBL Items)**

1. Search for the previous order containing the item. Was this/ Is the:
	* ordered within the past 6 months?
	* PO quantity close to the next price break?
	* ordered 6-12 months ago?
2. Upsell Process:
	* Did you include savings per piece?
	* Did you review the order history?
	* Did you provide 2 price break options?
		+ If PO quantity = 1000 → Offer 5000
		+ If PO quantity = 5000 → Offer 10k & 15k (based on order frequency)