**Plus 1s & Upsells Training Guide**

**What is a Plus 1?**

A **Plus 1** is a **complimentary offering** that enhances the customer’s order by identifying additional needs.

**Example:**

A client orders business cards for a trade show. Instead of processing the order as-is, ask:

* **Will they have a booth?**
* **Do they need signage, banners, or promotional materials?**
* **Are they handing out brochures, flyers, or branded merchandise?**

By identifying these needs, you provide added value while strengthening customer relationships.

**What is an Upsell?**

An **Upsell** is a strategic recommendation that encourages the customer to increase their **quantity** or upgrade to a **higher-quality product** for better value.

**Example:**

A client orders **250 business cards**—instead of simply processing the order:

* Recommend **a better price break** at **500 or 1,000** cards.
* Suggest a **heavier stock or specialty finish** to make their cards stand out.

Upselling benefits both the customer (cost savings, enhanced quality) and the business (higher sales, better service).

**Best Practices for Plus 1s & Upsells**

✔ **Listen & Identify Needs** – Ask questions to uncover additional opportunities.  
✔ **Position as a Benefit** – Highlight cost savings, efficiency, or increased visibility.  
✔ **Keep it Natural** – Avoid being pushy; instead, present it as a helpful suggestion.  
✔ **Use Past Orders** – Reference previous purchases to recommend relevant items.  
✔ **Offer Choices** – Give options so the client feels in control of their decision.

By incorporating Plus 1s and Upsells into conversations, you not only enhance customer experience but also drive business growth.

**Email Examples**

**Example of a Plus 1 Email:**

**Subject:** Enhancing Your Trade Show Presence

Hi [Client Name],

Thank you for reaching out about business cards for your trade show! I’d love to help get your order moving.

Since you’ll be at an event, I’d also recommend signage, banners, or other branded materials to help your booth stand out. We offer a variety of options that can elevate your presence and make a lasting impact.

Thoughts?

Best,  
[Your Name]

**Example of an Upsell Email:**

**Subject:** Business Card Order – Optimized for Value

Hi [Client Name],

I’ve got your business card order ready to go! I wanted to mention that at **500 or 1,000 cards**, you qualify for a better price break. It’s a great way to save while ensuring you have plenty on hand for future events.

Also, if you’d like to add a specialty finish (like soft-touch or foil), it can help your card make a lasting impression. Let me know what you think—I’d be happy to update your order!

Thoughts?

Best,  
[Your Name]