

## Expanding the Sale

Just imagine if your store could improve from selling 1.5 items per customer (IPC) to 2.0 IPC. This would generate a 33% increase in sales from the same customers!

One of the reasons customers choose to shop in your specialty store, rather than the supermarket or discount store, is because of the expert advice they get from your qualified staff. But having studied the results from thousands of sales staff we can see that even the best sales people are inconsistent when it comes to making simple add-on sales e.g. memory cards with digital cameras, conditioner with shampoo, or fish oil with glucosamine supplements.

### Why Not?

There are three common reasons why companion sales don't happen regularly:

1. Some staff have an unofficial internal goal to save customers money by selling them less.
2. Staff lack confidence in the customer benefits of product combinations.
3. When staff get busy they rush the sale and do not offer add-ons.

The solution is to make it so easy to for customers to buy the preferred product "combo" that it happens automatically. This can be done by physically bundling the products together, by displaying the "combo" instead of the single products, and by using strong instore promotional material to educate customers of the benefits.

McDonald's perfected the art of offering "combos" and now almost all fast food outlets make it easier for customers by selling their most popular meal combinations for one, all-inclusive price. Not only that – but McDonald's staff are disciplined enough to ask "Do you want fries / drink / dessert with that?" if you don't order these initially.

### Examples

Flixonase is the biggest selling hayfever product in pharmacies. How many more users would buy allergy tablets or eye drops for additional relief if they were offered a combo?

Customers buying coloured ink refills for their home printer will soon need a replacement for the black ink too. Creating a combo pack containing coloured and black ink will be doing your customers a favour.

### Preparation is the Key

There are many opportunities for smart "combos" in your store and they are a powerful tool for differentiating you from the mass discounters and supermarkets. But unless they are pre-determined, pre-packaged and pre-priced it is unlikely that your customers will benefit from your specialist knowledge.