Up-sell templates

It’s an incredibly well-known fact that it’s easier (and cheaper!) to sell to existing customers than it is to sell to new prospects, and up-selling products is one nifty way to go about maximizing these kinds of opportunities. Here are some templates to get you going.

| **Email template #1**  Behavior-based up-selling - i.e. when a user tries to perform a task that’s not included within their current plan. |
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| Hey **[first name]**,  We couldn’t help but notice you recently tried to **[insert action]**. If we do say so ourselves, this is a pretty awesome feature - but it’s one that’s only available to **[insert pricing plan]** users.  If you want in on the action, you can upgrade your subscription in a couple of clicks **right here**.  As well as being able to **[insert action],** you’ll also unlock access to:   * **Key selling point #1** * **Key selling point #2** * **Key selling point #3**   Let us know if you have any questions!  Thanks,  **[insert name]** |
| **Email template #2**  Time-based up-selling - i.e. after a customer has been with your for X weeks/months. |
| Hey **[first name]**,  You’ve been with us for a couple of months now and are no doubt well and truly settled into [product name].  Fancy taking your experience to the next level? Well, with a **[insert pricing plan]** package, you can.  By upgrading your account, you’ll get access to everything you already have, plus:   * **Key selling point #1** * **Key selling point #2** * **Key selling point #3**   Head **here** to make the switch today.  Thanks,  **[insert name]** |
| **Email template #3**  Discount-based up-selling - i.e. offer an incentive to encourage customer to upgrade on the spot. |
| Hey **[first name]**,  If you’ve ever considered upgrading your account to a **[insert pricing plan]** package, now’s the time.  Why? Glad you asked. Because for a limited time only, we’re offering you **[insert incentive]** off.  On top of what you’re already able to do, with your new plan, you’ll be able to:   * **Key selling point #1** * **Key selling point #2** * **Key selling point #3**   This offer won’t be around forever, though! Claim your discount before **[insert date]** here.  Thanks,  **[insert name]** |