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.

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]