

5 Phrases to Use to Upsell With Success

This is an extra resource to go along with the original article:

[*How to Upsell to Members Without Looking Desperate*](#)

So you've got a great product or service and you want to upsell it to your member base. That's great! But what are you going to tell your members, exactly? Well, we've put together a few of the most effective phrases that can help you communicate your message without sounding too salesy.

1. *"I'll tell you what many of our members are also taking advantage of..."*
2. *"Did you know we're [running a special offer, offering a discount, offering an event, etc.]? You can get [benefit: free shipping, added content, price savings, early bird tickets, etc.] and it will help you with [issue, problem, concern, etc.]..."*
3. *"While [this product/service] is great and will fit many of your needs, your best move might be to [add on our XYZ service, use this product too, etc.]..."*
4. *"I would also like to show you this [feature, product, benefit, etc.], because I really feel like it could help you with [this specific issue, problem, concern, etc.]..."*
5. *"If you like [XYZ feature], you might really love [XYZ product, feature, benefit, etc.]..."*

BONUS

This combines several different techniques into one:

- *"Here's what [a similar company] has been using this feature for, and it would help you with [XYZ problem, issues, concern, etc.]. Let me show you how it works..."*