

Up-sell Metrics in Retail Operations

In Retail Operations For the Clerk, or Salesperson, a useful metric is Extras per Customer.

Total Customer Count per day/shift: example 57 customers per day.

Total Up-sells

(additional purchases beyond the initial item the customer asked for such as promotions, add-ons, complementary products etc.): example: 13 Add ons, per day.

76 Up-Sells / 112 Customer Transactions = 68% Up-sell percentage.

This can also be done on a dollar basis, as in Total Upsell Dollars divided by number of Customer transactions = Average Up-sell dollars per Customer transaction.

These metrics are developed Bottom-Up, by working with the salespeople and arrvign with them at the metric, how it is measured, and at a much later stage, tying in compensation. Note: an attempt to tie in compensation at the start will usually wreck the process.

The Fine Print

You may copy, email and reproduce this info, and give it to any small business owner, but you cannot sell it or make money from it. I am supposed to be doing that. If you share it, it would be nice if you included my name, contact info and this blurb. This info is meant to help small business owners. If it works, great, if not - don't blame me. I would like to hear how you are using it, and will be happy to answer questions. Enjoy! All rights reserved.