

Swap

Swap Fill-in-the-blank

Answer the following

Are you using the Swap strategy to your advantage?

If you are using the Swap strategy— are you upselling your customer?

Are you using fairly the Swap strategy without annoying your customer?

Have you systemise and automate your Swap strategy that was successful and documented why it has failed

The purpose of the Swap strategy fill-in-the-blank questionnaire is to assess if you have understood that the Swap strategy is to persuade a customer to buy something instead of what was purchased but more expensive.

Swap is focused on upgrading or enhancing the product the customer has already bought. For example, if a buyer purchased one bee design cup the seller can offer to swap the 1 bees design cup with a set of 6 bee design cups for a higher price that seems reasonable for the increased quantity.

You can evaluate its effect on your audience, its application to your business, customer acquisition, leads generation and sales.

Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.



Marketing Tips

- Swapping is one of the most effective strategies to turn shoppers into very profitable customers and keep them coming back.
- Swapping is a sales strategy with the purpose of increasing the average sales value of a customer.

My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.