

Downsell

Down-sell Fill-in-the-blank

Answer the following

Are you using the down-sell strategy to your advantage?

The purpose of the down-sell strategy fill-in-the-blank questionnaire is to assess if you have understood that this strategy is good to use if you sell a high-end product and a year later or more you reduce it but its value is still in the high-quality product.

example: iPhone12 – price £769 and if you were to purchase the iPhone11 it will cost around £599 and now an iPhone5 cost £29.99

You can evaluate its effect on your audience, its application to your business, customers 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

- If you sell high-end product of high quality the down-sell strategy is for you.

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.