

Transcript for Episode 162 - Quick Cash Flow Boosters: Upsells, Loyalty, and Reactivation Strategies

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Jessica Miller: Hello everyone and welcome back to the It's Your Offer podcast. I'm Jess Miller. I'm so excited to be here with you this week to talk about a topic that I love to talk about as it relates to growth and that is cash flow. And not just any cash flow, but making cash quickly, making cash easily and doing it in a way that dare I say feels effortless. In today's podcast I want to share with you 3 things that I think that every seven-figure business owner needs to be thinking about when they're thinking about cash, when they're

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Jessica Miller: thinking about servicing their customers in a more powerful way, when they're thinking about the quickest way to drive sales in their business. Why is this such an important thing and why should you care about this? Because making money in your business and making extra money in your business should not have to be hard. And it's not hard when you understand some of the fastest ways to generate sales and you know which levers you can pull and when, and not just some of the time, really consistently to generate that cash flow in your business on demand. Not

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Jessica Miller: only does this allow your business to thrive and for you to bring in cash when you need it and to do that in a consistent way, but it also is win-win because when you do these things correctly, it benefits your customers big time. This is a 100% win-win strategy for you to boost your business, generate more sales, and make your customers happy. Make them have a better experience. The unfortunate part about what I'm about to tell you is that many people don't think about this, or they think about it last, or maybe they just forget about

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Jessica Miller: it. But they spend most of their time grinding, hustling, and running after the ever elusive cold lead. Now I'm not going to badmouth cold leads and I'm not going to badmouth traffic because I think they're both really

essential and they are an important part of your business. However, in this world, as you know, if you've been listening to this podcast, I am all about how do you get the biggest return on your investment of time, energy, or money. And the way that you do that is by focusing on the warmest people in your business, which is

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Jessica Miller: either your audience that is already part of your ecosystem, your past clients, or your current clients. And if you want to really drive your business to the next level. If you want to generate momentum and impact and money in a way that is easy, you need to make sure that you are creating an amazing experience for the people that are already in your world and you're doing it in a way that is cohesive, it is smooth, and it follows those people through those customer journeys in a way that literally seems like it's just the next logical

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Jessica Miller: step. And that's because it is. So today I want to lean into what I believe are the 3 most powerful levers to really service your audience service your current clients service your past clients and service yourself because when you thrive and you make your business easier and you're generating cashflow and things are moving smoothly in your world, guests you benefits, everybody around you. So let's dive in to these areas that are the most important, easiest, most powerful levers that you can pull in your business. Number 1, it is mastering the upsell. What I mean by upsell

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Jessica Miller: is where can you offer people that are coming through your business, they are either getting ready to buy from you, they are in the process of buying from you, they are sitting in the seat and they are poised to experience what it is that your business is giving them. And you can offer something that is going to enhance that experience. Enhance is the operative word, meaning someone is sitting there and being part of your business is an experience, it's not just a transactional thing, They are going to remember how you made them feel. They're going to

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Jessica Miller: remember what it means to be sitting there with you. And you are thinking of that as an experience and a holistic experience. And so you are thinking about not only the thing that they have come in to buy or the thing that they have come to consume as a service. But you're thinking about all of the other things that can make that experience so much more powerful and enjoyable and impactful for your customer. In the process of doing that, when you start to add on these things, it becomes a very robust experience and it becomes a

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Jessica Miller: very enjoyable experience. So what do I mean by upsells? So for example, Let's pretend you are a MedSpa owner and somebody has come in for a medical grade Facial or a medical grade service and as they're sitting there talking to you about what their problem is what brought them in you're asking them What are they doing with their skin? What do they want to see as a result? And they're telling you all the things. And maybe they came in for some sort of laser treatment and you're talking to them about how this is going to enhance

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Jessica Miller: their skin and make them feel even more incredible when they walk out the door. And as they're talking to you, you also realize, and of course you're a clinician if you're in a med spa, but you're looking at their skin, you're talking to them about their problems, you're listening to what they want as a result, and you understand that their skin is also really dry. So in addition to being dull, and in addition to maybe fine lines or something else they're telling you about, again, whatever they are telling you their problem is, in that course of

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Jessica Miller: the conversation, you uncover some other problems, or you uncover some other things that might be lacking that could be standing in the way of them getting the result that they want that they came into you for in the most powerful way. And so while you're sitting there talking to them about their the clarity of their skin and the fine lines and the volume, you recognize that there is an opportunity for them to really hydrate their skin to get the result that they want. And so you offer this add-on or upsell of hydration, Knowing that when the

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Jessica Miller: customer gets that, in addition to their laser, they are going to be thrilled. They're going to be thrilled. And they're already sitting in the chair, they don't have to book another appointment, they don't have to do anything differently, except lay there and let you help them get the result that they desperately want and solve their problem by offering this additional thing and explaining to them why that is going to get their skin looking healthier, being more radiant, fill in the blank of whatever it is that they tell you that result is, and do that in the

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Jessica Miller: easiest, most direct, most cost effective way for them, because they are literally already there. Not only does this experience for this customer double in value, just in the sense of what they're getting, but because they are there and it's costing you absolutely nothing more to actually make this additional sale, you are increasing the order of volume of that person sitting in the chair. And every time you do that, you make more money. And you do it with a very, very low cost and expense to yourself. So what does that mean? It means a win for you.

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Jessica Miller: It means a win for your client. It means a win for your business. So when you're thinking about your business, whether you are a virtual service provider, maybe you have an online business, Maybe you have a product business, meaning it's more e-commerce. Maybe you have a brick and mortar. It doesn't matter. This is 1 of those things that is universal. If you're in business, this works for you. It doesn't matter what it is. Where can you enhance the customer experience by offering them something else in order to make their results better, make the experience better for

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Jessica Miller: them, and then increase your order volume. And that could also look like, it doesn't have to be like I'm going to add on a physical other product, like I mentioned with this example of the Med Spa, it could be that you are a, for example, an online coach and you have 2 different programs and somebody came in buying program A, which for this example, let's pretend it's \$1, 000. And you're listening to them and they're telling you what they're experiencing and

they're telling you the results that you want and they're literally pouring their heart out to

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Jessica Miller: you and you're seeing all the possibilities. And you realize that actually they would be an amazing candidate for the VIP package that you have, the other package that gives this person a better result, more of what they want, gets them there faster, fill in the blank, fill in the blank, fill in the blank. And that VIP offer, instead of it being a thousand dollars, it's 2500 dollars. If you just offered that to every single client that came through your door that was a good fit for that, you would increase your revenue by 150% just doing that

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Jessica Miller: and nothing else. So it doesn't have to be a physical add-on, it could be a virtual add-on, it doesn't matter what it is, but where in your business can you enhance the customer experience and increase your order volume? Again, while keeping those costs and those expenses very, very low because the thing that you're doing, all the effort you've already put in, you've already done it. That person is in front of you. They are booking the call. They are booking the appointment. They are buying the thing. They are sitting in the seat in your restaurant, ordering the

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Jessica Miller: martini, and you're offering them the top shelf option for their drink, right? It doesn't change anything for you as far as your input, but you get a whole heck of a lot more out on the backend of ROI. So upsells and increasing that order volume is an amazing opportunity. The second place is around loyalty, around how do you keep people staying with you for longer. How do you get them, in other words, to continue buying for you? So the upsell increases the order volume, meaning when that person is in front of you, you are optimizing how

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Jessica Miller: much they spend with you and you're optimizing their experience. Increasing that long-term value and increasing the loyalty means that they're coming in more often. They're thinking of you, they are coming into your brick and mortar, they are coming back to your site and buying something more, you

are putting things in front of them and giving them a reason to buy more often. Now, again, if we use the MedSpot industry as an example, let's pretend you are a MedSpot and someone gets a facial, You want them to have an amazing experience and you want to make sure

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Jessica Miller: that if they're supposed to come in and get that Every 6 weeks that you're making sure that you are Incentivizing them to do that you are sending them a reminder You are reaching out and making sure that they are loving their skin and that they know when their next appointment should be booked. You're making sure they book it before they walk back out the door. Those are examples of instead of somebody coming in, let's pretend, once a quarter to get a facial, they're now coming in every 6 weeks. So instead of coming in 4 times a

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Jessica Miller: year, they're going to come in twice as much, 8 times a year. And so they're ending up spending more money with you, getting better results, and you're increasing that loyalty and that repeat customer. And again, it's not more people in the door in this example, it's having the person that's coming in buy more. I mean, in that example, you double your revenue by having them come in instead of 4 times, they're coming in 8 times, but you're still only servicing 1 customer. Brilliant. Brilliant. Now, side note, whether you are a med spa, if you're listening to

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Jessica Miller: this, or you are a restaurant, or you are fill in the blank of a number of businesses. I cannot tell you how many people leave money on the table in this way. They leave it on the table with the upsells in the sense that they don't want to make the offer. They're afraid to offer something to someone because they feel like they're being pushy and they feel like they're just looking for extra money in the sale. And they do it on this back end too with bringing people back in and reminding them to come back in,

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Jessica Miller: no 1 is doing it. And if they do it, they do it sometimes and it's not very consistent and it's not standardized and everyone on their team and

everyone on your team, if you're listening to this, they're not doing it and you are leaving a ton of money on the table. So you want to really lean into this person is already in your world, they are exactly loving their skin for this example, and they want to come back for more. The problem is you're not making it easy for them. So how can you stay top of

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Jessica Miller: mind, put offers in front of people, remind them to come and purchase with you more? I mean, automotive, this is another place, right? Remind people to get their oil change. How many people out here listening to this podcast right now do what I do? Which is like, oh shoot, it's like, supposed to come in every 2000 miles and I've been driving around this thing for 5000 miles. Oops, I think I just saw the oil light come on. I mean, I love my MDX, full disclosure, I don't know if I've ever talked about it on this podcast,

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Jessica Miller: like love my car. It is a 2011, okay, just to give you guys a sense of how old this car is. I will run it until I can see the pavement through the bottom of this car because it's rusted out because I love it so much. It burns oil though, it's getting older. And so I need to be in there even more often. And frankly, I'm always late, I'm always late. If they just were like Jess, your 2000 miles is coming up and sent me a message or even easier, sent me a message and said, book

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Jessica Miller: your oil, change here, I would be back in there all the time. I drive a lot. So think about how much money they would be making. This is what I am talking about. People want to spend their money with you. And they definitely do when they already love you. Give them a reason to come in and spend money with you more often. Increase that loyalty. They will be happier, they will be getting better results, and you will be making more money. And it's again, Win, win, win. So good, okay? So, loyalty. So, again, upsells, increase the

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Jessica Miller: volume of the order when the person's there. Loyalty and long-term value, get them to come in and spend more money with you, you know, over time. Again, these are all of the people that are already in your world. The last thing that is super important, and again, low-hanging fruit and people are

leaving money on the table, don't let this be you. You wanna reach into your audience and you wanna give the people who haven't spent money with you in a while, or maybe they're in your world and they haven't bought from you at all yet, you

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Jessica Miller: want to give them a reason to buy. Some of us call this a reactivation campaign, meaning we're gonna get back into our audience or into our list and we're going to reactivate them We're going to give them a reason to buy now buy again or buy at all Again, these people in your world are warm They're part of your world because they bought in, right? They already opted in. They want to hear from you. So give them a reason to make their life better and get out of the pain they're in and buy from you. The

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Jessica Miller: way that you do that is you have to put an offer in front of them. And not just any offer, but frankly, any offer is better than no offers, because what we do is we, again, it's not top of mind, we don't have a process around this, we don't think about where those best opportunities are, and we're just not saying anything to them. So any offer is better than no offer, but you wanna have a hell yes offer. What can you offer to these people that are gonna get them to come in and buy from you

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Jessica Miller: right now? And you have to go to that warm audience, again, your email list, the people in your Facebook group, fill in the blank, where are you sort of corralling this audience together and these people that are already in your world. Again, they've already opted in. So how can you make it easy for them to get their problem solved and give you money, generate sales? You can put a campaign in front of them and do something juicy, do something they're going to love, Do something they cannot resist. It is so much fun for me to work

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Jessica Miller: with my growth consulting clients across these 3 areas. Yes, it is an art form. Yes, there are certain things that work better than others, but I promise you, doing anything in these categories is your best opportunity. It really is because these people love you already, they're already in your world and they

are poised to buy. And for some of them, they're already buying, right? The person who's sitting in the chair and you're going to offer something that's going to enhance our experience, they've already bought in. You don't have to convince them. The people that are going

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Jessica Miller: to come back and buy more often already love the thing that you are offering, and now you're giving them a reason to buy it more. And the Reactivation campaign or reaching into that world for people that have already raised their hand and said hey I really love you, and I'm willing to come here and hang around But maybe I just wasn't ready or you haven't given me a reason a good reason to actually buy from you but I'm like waiting for it. I'm still here because I have a problem. You know, if I wasn't here, if

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Jessica Miller: I didn't have a problem and I didn't wanna be here, I'd be somewhere else. So these are super powerful leavers, super powerful leavers, and they are sitting there waiting for you to claim them. Now, again, everyone is focused on traffic. Everyone thinks that they just need more leads. They need people to come in. I am not here to say you don't, but I am telling you, you've got leads and opportunity already in your business. This is about making money with what you already have, what you've already spent the time and energy to do. It is a

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Jessica Miller: low-hanging fruit. These people wanna say yes. They want you to make their life easier and better. This is how you do it with these 3 levers. So just to recap, upsells. Increase the order of volume by enhancing the experience of the person that is already buying from you. They are there ready to book that appointment on your calendar. What else can you offer them to make the experience better? They are sitting in the chair. They are buying the thing. How do you make their experience better and increase the volume of that order for you, thus generating

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Jessica Miller: more cash. How do you get people who are buying to come in more often to increase that loyalty? How can you position Your business and

your offers to make that easy another way to do this that I didn't mention before is Memberships or subscriptions again, you're getting them in there and you're generating those consistent more additional sales Amazing again, it's more consistent for you People are coming in more often That cash goes up and your customers are having a better experience and they stay with you longer and it's awesome because They are worth more to your

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Jessica Miller: business and you're worth more to them. So it is awesome. Awesome. Awesome And then how do you reactivate your audience your list where these people are hanging around? The key to driving sales is making offers. How do you do that in a way that makes those people who maybe haven't bought in a long time or they have forgotten or maybe they're in your world and they just haven't ever bought because the time wasn't right, make it the time right right now. Those things are the most important. And then overarching, I think this is really important to

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Jessica Miller: mention because I think people forget about this too. These tactics are not a money grabbing tactics. We're not going out there to try to squeeze every cent out of our clients or out of our audience or out of the people that love us. We are coming to them from a place of service. We are coming to them from a place of knowing that It is more than a transactional transaction that we have with our customers. It is an experience. It is something that we create with them in the sense of we are sharing this moment. Those

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Jessica Miller: experiences are very powerful. When we're thinking about these things, we are thinking about it through the lens of service. We are thinking about it through the lens, as I always tell my clients, of being pure of heart. You want to offer people things that make sense. You wanna offer things that are logical. You wanna offer things that truly do enhance the customer experience. You're not just trying to sell people, you know, something for the sake of selling it to them. You're not making them come through your door just to serve you, right? You're doing it for

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Jessica Miller: them. And when you serve them and you increase the value for them, the byproduct is always your business thriving. It's always, always, always you benefiting too. But we wanna always be in that place of service and pure of heart and not being afraid or shy or holding back to let them know that we have something that's going to make their life better. Because I promise you not only will they buy more from you come in more often and Literally consume everything you put in front of them if you give a reason But they will tell Everybody

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Jessica Miller: about it because it will be such a awesome hell yes for them that they cannot contain themselves and that is what you want and when you do that everybody wins you thrive your business thrives and you generate additional sales so take these things go back to your business look at where can you do this? Where can you do this? Where are you not doing this? What levers have you forgotten to pull? Can you pull? And make sure that you are leaning into this. I promise you, I have doubled people's revenue, given them hours of their life

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Jessica Miller: back, reversed their gray hair because they have made so much of an impact and so much value for their clients and so much money and they have generated so much time back for themselves and freedom from just doing these things. Some of those examples that I mentioned earlier, doing those things alone will double your business. And knowing how to do them and where to do them and Getting good at thinking at your business through this lens of return on investment of time, money and energy is huge. Huge. So go into your business, make sure you look

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Jessica Miller: at this. And if you need to listen to this again, do it. And I cannot wait to hear all of your successes. Remember the people that are in your world are there because they want to be there. They love you and you love them. Let's make it worth their while on all accounts. Until next week everyone, have a beautiful week.