



# Module 5-2: Upsells

## Upsell Calculator Worksheet Instructions

- **BEFORE YOU START**, make your own copy of the worksheet by copying the file to your Google Drive (File > Make a copy...) or by downloading to your desktop as an Excel spreadsheet (File > Download as...)

The purpose of the **Upsell Calculator Worksheet** is to show you the massive increases in revenue you can achieve through upsells. Replace the examples in red with your own figures.

- **NOTE:** The gray columns, **J, K, and L**, will automatically calculate based on your entries. **DO NOT** add data to these columns.
  1. In **Column A**, write down a core purchase your customer would make - this would be your primary offering.
  2. In **Column B**, list the price of that offer from Column A
  3. In **Column C**, write down an estimate of units you will sell in a given period of time. This could be a week, a month, a year, etc. – as long as you know the estimate you're making.
  4. In **Column D**, list an upsell you could offer along with your initial offer.
  5. In **Column E**, list the price of your upsell idea from Column D.
  6. In **Column F**, list your estimated conversion rate (how many people you think will take you up on the upsell offer) - estimate somewhere in the 20% - 65% range (it's better to be conservative).
  7. In **Column G**, list another upsell idea.
  8. In **Column H**, list the price of your upsell from Column G.
  9. In **Column I**, list your estimated conversion rate (how many people you think will take you up on the upsell offer) - estimate somewhere in the 20% - 65% range (it's better to be conservative).
  10. The final three columns will automatically calculate the percentage increase in transaction value, the **NEW** average transaction size (considering the upsells and conversion rate), and the overall increase in revenues you could earn with the estimates your made.

You can repeat these steps, listing each of your core offerings in a new row of **Column A**, and filling out your ideas and estimates in the remaining columns.