



# Module 5-5: Downselling

## 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 **Downselling Worksheet** is to help you identify opportunities for downsells and the results your customers hope to achieve by doing business with you, the advantages your downsell offer can provide, how it relates to your core offer, and your strategy for making the offer.

Answer the questions in order, beginning with **Question 1**, to uncover your thoughts and strategies for downsell opportunities. Answer each question as thoroughly as possible.

1. List your core offer – the main product or service you are selling to customers.
2. List the price of your core offer.
3. List an alternative product or service, related to your core offer in **Question 1**, that you could offer at a lower price than your answer to **Question 2**.
4. List the price of your alternative offer from **Question 3**.
5. List reasons someone would take you up on your alternative offer from **Question 3** other than price.
6. Describe why it makes sense to offer the downsell offer from **Question 3** after you make your core offer from **Question 1**.
7. Describe how long you would wait – after your core offer is declined – to make your alternative offer.
8. Describe – in detail – how you plan on making your downsell offer from **Question 3**.
9. Describe when you plan on reintroducing your core offer from **Question 1** after a customer buys your downsell.
10. Describe why your customers would purchase your core offer after already owning the downsell.
11. Describe – in detail – how you plan on making this follow up offer (for your core product) to the buyer who already purchased your downsell.