What airlines can teach about Upsells and cross Sells.

As many of you may know, I owned a media consultancy company called NRS Media. We consulted Radio, TV, and Newspaper publishers, and online media companies all over the world.

Delve into the world of upselling as airlines show us how to upsell.

As you can probably appreciate, it involved a lot of travel, with many of our staff often on planes, always travelling somewhere.

If you want to watch a great movie on air travel as a businessperson, I would recommend Up in the Air starring George Clooney.

Some of the tricks and manoeuvres he goes through to get on some of his flights are very funny, and I am sure many of our staff think the same as they contemplate their journeys.

One of the questions that I always ask when I arrive at the counter is,

“How busy is the flight today?” If the answer is

“Okay, not too bad, not too full,” I always ask the next question.

“Can you block off the middle seat?” I ask.

“I’ve got a bit of work to do and want to spread out.”

Usually, if they have one, they will do it for me.

You see, the middle seat is *NOT* the seat of choice for frequent travellers; it’s a seat that nobody wants, unless it’s the kids, and they share it with each other.

The kids don’t mind; it gives them the chance to play against each other with some new video game or a movie they can watch.

“Escape the dreaded middle seat with an empty seat next to you!”

So, the question is, would you pay for the seat to be FREE? Well, some people would, and one airline, my airline, Air New Zealand, does just that.

It’s part of their new makeover on their new flash Boeing 777s. If the seat next to you is empty, you can secure it if you part with $150.

Example Upsells:

Upgrade to Premium Economy: Enjoy extra legroom, enhanced services, and priority boarding for a more comfortable and exclusive travel experience.
In-flight Wi-Fi Package: Stay connected during your flight with high-speed internet access and unlimited browsing. Upgrade your ticket to access this convenient service.
Business Class Lounge Access: Make the most of your pre-flight experience with access to the luxurious business class lounge, offering complimentary refreshments, comfortable seating, and premium amenities.
By implementing these upsells, airlines can enhance their customers’ overall travel experience while generating additional revenue.

Swipe the new word for marketing other ideas.

I love looking at other businesses for ideas. Your sales organization can be innovative too, you know.

Create your own upsells and cross-sells to add value to your customer’s purchases and increase your sales.

Good selling.

PLUS: WHENEVER YOU’RE READY…

Here are 3 ways I can help you make more sales in your business – whether your business is

big or small.

Try the new 7 Days to Sales Success Framework.
Make More Sales in 7 days. The framework of everything you need to get started in making more sales in your business. The Sales Success Framework is based on a simple 7-day challenge. Click here to find out how you can grow your business by making more sales.

Join our Private Facebook Group – The Salesmindset Inner Circle. Get all the latest up-to-date sales ideas.
Every week we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. Join me by clicking here.

Work with me One-on-One.
If you're a business owner, small or large or in the professional services you might just be a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Jump on a FREE 45-minute Brainstorm call with me by clicking here.



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his How to Hire A Super Salesperson Each and Every time – It's packed with tips and ideas on how to hire great

salespeople. Don’t ever Hire Bad Salespeople Ever Again. Promise!