

Upselling In The Shop

Jewelry is the easiest item in the Shop to upsell.

- Always remember the number 4 when selling jewelry!
- The 4 items to keep in mind are: Necklace, Earrings, Bracelet, and Ring.
- When the customer buys one of the above items the hard part of the sale is over.
- Upselling starts here. If the customer is purchasing a necklace, for example, the logical upsell is the matching earrings. If the customer is purchasing a bracelet the logical choice is to suggest a ring.
- Always let the customer let you know when to stop, but keep in mind the number 4
- because 4 items can complete a full set of jewelry!
- Always try to upsell, even if it is only a polishing cloth or a book.

Katsinas, Pottery, Textiles, Fetishes, Fine Art, Baskets can easily be upsold with books and it is very important to suggest that customers visit our Books & More Shop. Upselling is fun and the more you upsell the more it challenges you in the shop, but the benefit to us all is supporting the mission of the Museum through our knowledge and educational materials.

The staff is more than happy to assist you in any way.