1. Find the Right Add-Ons

Offer what helps the customer get a better result from what they just bought.

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1 Check the five types of add-on

A product that goes with the service	[ ] Yes [ ] No
A faster or premium version	[ ] Yes [ ] No
A longer guarantee or warranty	[ ] Yes [ ] No
Ongoing care or maintenance	[ ] Yes [ ] No
Special access (e.g. a priority booking line)	[ ] Yes [ ] No

Ask: "What do customers need before, during or after this, to get the best result?" Almost every business can offer at least two.

2 List three add-ons, the best moment and the price

Add-on	Best moment to offer	Price	Example (Aisha, salon)
			Treatment, before braiding, $25
			Scalp oil, at the mirror, $15
			Next visit, before leaving

3 Turn "anything else?" into a choice question

Instead of (yes / no)	Say (assume + choice)
"Do you want anything else?"	"...coconut one or the shea one?"
"Do you need oil?"	"Shall I add one bottle or two?"
"Call us to book."	"Is a Saturday or a weekday better for you?"

4 One bigger offer

My premium package: _____ Price: $ _____

Example: braids ($80) + treatment + home-care kit = $160, worth about two normal visits. Only a few clients choose it.

2. Make It a Team Habit

Script, practise, track, reward. Every job, every customer.

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1 Part 1: a short script (three lines)

Line	Mine	Example (Okello, solar)
1 Reassure		Everything is running well.
2 Recommend		Most customers add our yearly service plan.
3 Choice question		This month or next month?

2 Part 2: daily practice (10 minutes)

Customer says	Our calm answer
"It's expensive"	"It works out to $15 a month ($180 a year)... Shall I put you down for this month?"
"Maybe later"	
"No, thanks"	Smile and move on. No second push.

3 Part 3: track two numbers per job

Date	Staff member	Offer made? (Y/N)	Accepted? (Y/N)	Add-on

4 Part 4: a reason

Reward per accepted add-on: $ _____ What the extra income pays for: _____

Example: $20 per accepted plan; the extra income pays for a fifth technician. Save the lines and the tracker in Systex, our own product (loftybiz.net), so the team uses the same words every day.

3. Measure Your Attach Rate

Out of every ten customers, how many say yes to an add-on?

1 My numbers

Item	Before	After 1-2 months	Change
Customers a month			
Customers offered an add-on			
Customers who said yes			
Attach rate (yes / customers)			
Add-on income a month ($)			

2 Worked examples (illustrative)

Aisha: clients a month	300	Okello: installs a month	40
Before: 1 in 20 ask	15 x $25 = $375	Plan accepted: 4 in 10	16 plans a month
With choice: 1 in 3	100 x $25 = $2,500	16 plans x $180	$2,880 (almost $3,000)

3 One common mistake

Only offering to customers who "look interested" or "look rich". Guessing is unreliable. Offer to everyone, in the same friendly way, and let the customer decide.

4 Do this this week

[ ] List three add-ons that make your main sale work better
[ ] Write one line for each that ends with a choice question
[ ] Practise with your team for ten minutes a day
[ ] Count how many customers were offered and how many said yes
[ ] Put the routine into Systex so it runs even on days you are away

Aisha, Okello and their figures are illustrative. These are examples, not promises. Results vary. General business education, not financial, legal or tax advice.