Rollover Upsell

[watch full video here]

Key takeaways

- Rollover upsells credit some or all of a customer's previous purchase toward your next offer.
- This upsell often gets way more people to take it because customers feel they aren't losing money.
- To set up a rollover upsell you must figure out three things: who to upsell, what to upsell, and how to roll over the credit.
- Four "who" situations to use rollover upsells: re-engage old customers (win-back), rescue upset customers (alternative to refund), rescue competitors' upset customers (steal unhappy customers), and upsell regular customers walking in the door.
- "What" to upsell: more of what they just got, something better, or something new/different. To make money, roll the credit toward something more expensive (recommend ~5x more expensive than the paid amount).
- "How" to roll credit: apply all or part upfront, or spread it over time; you can also create a fee to waive and use the credit against. For long-term spenders, consider crediting only recent purchases or a subset instead of the full historical spend.
- Practical examples used: chiropractor win-back (who: 6 months since last purchase; what: new plan; how: upfront), dentist rescue (who: upset customer; what: whitening package; how: front-load $200 credit), competitor rescue (who: competitor's unhappy customers; what: service agreement; how: roll over their remaining payments), membership upsell (who: current customers; what: 12-month membership; how: spread the first purchase over the membership).
- Preference: rollover upsells can be offered anytime but the speaker prefers to offer them right when the customer purchases.

Checklist

1. Define who to upsell
    - Identify the four target groups: (a) Win-back: customers who left a while ago (e.g., 6 months), (b) Upset customers who want a refund, (c) Competitors' upset customers found via one-star reviews, (d) Regular/current customers walking in the door.
    - Why: Each group responds differently — win-back emails ("I owe you money") re-engage lapsed customers; offering a credit to upset customers is a better alternative to refund and keeps revenue; rescuing competitor customers turns their biggest haters into ambassadors; regulars can be converted into longer commitments immediately.
2. Decide what to upsell

- Choose whether to sell more of the same, something better, or something new/different; plan to roll the credit toward a higher-ticket offer.
- Why: Rolling credit toward a more expensive offer increases lifetime value. The speaker’s rule: aim for an upsell that’s about five times the amount of the credited purchase.

3. Design how to roll over the credit
   - Select method: apply all or part of the credit upfront, or spread the credit over time (e.g., spread the first purchase over a 12-month membership). Optionally create a fee you can waive and apply the credit against.
   - Include rules for large historical spend: if a customer spent a lot over years, consider crediting only the last few purchases or the last six months rather than their entire lifetime spend.
   - Why: Upfront credit works for smaller amounts; spreading credit makes large credits manageable and turns a one-time buyer into a recurring payer; limiting credited history prevents giving away unrealistic amounts while still incentivizing return.
4. Craft messaging and outreach approach
   - For win-backs: use a hook like “I owe you money” and offer a specific credit amount (could be full amount or a fraction) toward a new service.
   - For upset customers: frame it as “that was on me — let me make it up to you” and offer to credit what they paid toward the correct/better service.
   - For competitor customers: contact those who left negative reviews, ask how much they spent, and offer to credit that amount toward switching to your service (e.g., roll remaining payments into a longer agreement).
   - For walk-ins/current customers: offer the rollover immediately at purchase to upgrade to a longer membership or bigger package.
   - Why: Specific, empathetic messaging reduces resistance and makes the credit feel like a refund/restitution that preserves customer goodwill while moving them into higher-value offers.
5. Structure the upsell pricing to ensure profitability
   - Ensure the upsell upsell target is significantly higher-priced (target ~5x) so that the credited amount still leaves profitable revenue on the table.
   - Why: Crediting previous spend toward a much higher-priced product converts value without cannibalizing revenue and increases long-term return.
6. Implement operational details
   - Track customers’ purchase history to calculate available credit.
   - Decide whether to front-load, spread the credit, or waive a fee and apply the credit.
   - Prepare scripts and offers for each “who” scenario (win-back script, refund-alternative script, competitor rescue script, immediate membership upsell script).
   - Why: Clear tracking and scripts make offers seamless and increase conversion; operational rules prevent over-crediting.

Examples:

- Chiropractor (Win-back)
  - Who: Patients with 6 months since last purchase
  - What: New plan (more expensive)
  - How: Apply credit upfront
  - Example wording: “Mrs. Banks, I wanted to give your money back… I want to give you $500 of your money back as credit towards staying pain free for good.”
- Dentist (Rescue upset customer)
  - Who: Upset customer who feels cleaning didn’t whiten teeth
  - What: Teeth whitening package (multiple sessions, at-home kit, deep cleanings)
  - How: Front-load $200 credit from the cleaning toward the whitening package
  - Rationale: Present as making it right and giving the customer what they ultimately wanted without them losing money.
- Competitor rescue (Steal unhappy customers)
  - Who: Competitor’s one-star reviewers/unhappy customers
  - What: Service agreement with you (longer agreement)
  - How: Roll over whatever they have left with competitor as credit toward your contract (could make yours two-year agreement)
  - Example approach: “I saw your negative review… I’ll credit whatever payments you have left with them to switch to ours so you don’t lose a thing.”
- Membership (Current customers)
  - Who: Current customers buying a block of service or membership time
  - What: 12-month membership

Notes:

- The speaker’s most-used upsell is the rollover upsell and they prefer to offer it right at the time of purchase, but it can be used anytime (win-backs, rescues, competitor steals, or in-person upsells).