

## Is there anything else we can build for you?

*Dialog to help you find more uses of cast stone the contact may not have thought about*



Once you have the plans you will take off anything that is supposed to be cast stone. Then consider taking a deeper look at the plans. Is there anything not specified as cast stone we can interest the contact in?

Talk to the customer before you take these additions very far. The contact may consider this an attempt to put more products on the job, to increase the sales price dishonestly. Be careful, make sure they know you are only suggesting ideas for their consideration, that nothing will be added to the job without their explicit approval. Stop if they seem uninterested or seem displeased.

### **List of suggested areas to consider for possible upselling**

- Fireplaces
- Interiors (Decoratives, Door Surrounds, shelves and pedestals)
- Pool and Patio
- Landscape
- Replacing non-cast stone products on the plans with cast stone
- Select decorative accents (this can be a nice way to make a smaller scale upsale without pushing the cost beyond the customer's budget.