

Responsible Wellness Upselling Guide

Pharmacy & Chemist Retail

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a responsible upselling/cross-sell plan for a pharmacy — relevant wellness/OTC attach to prescriptions, chronic-care cross-sell and basket growth, done ethically within scope. Use it to grow average basket without over-selling. For the wellness range use the Wellness Range tool (P5).

Purpose of this tool & output

Grow basket with genuine cross-sell

How the output is used

Use it to grow basket with genuine cross-sell — a responsible wellness upselling guide that helps the patient, not just the till.

Important cautions

Cross-sell only genuinely relevant, beneficial products within scope — pushing unnecessary or inappropriate products (or substituting supplements for prescribed treatment) is unethical and destroys the trust that retains patients. Grow basket via genuinely helpful higher-margin wellness attach. Never overstep into unqualified clinical advice.

Companion documents

- Pharmacy Sales Strategy
- Chronic Patient Retention Program
- Pharmacy Loyalty Program Designer
- Pharmacy Home Delivery Setup
- Refill Reminder & Reorder System
- Pharmacy Customer Service Standards

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.