

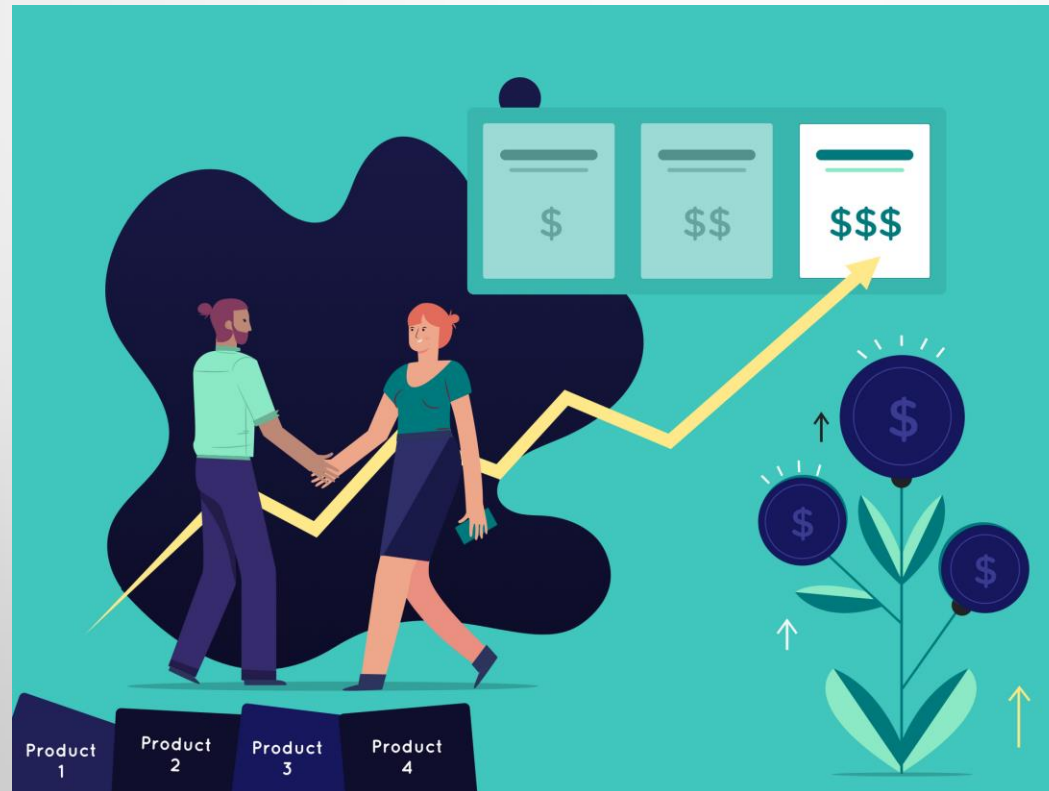


Up-selling & cross-selling Training and Down-selling Techniques

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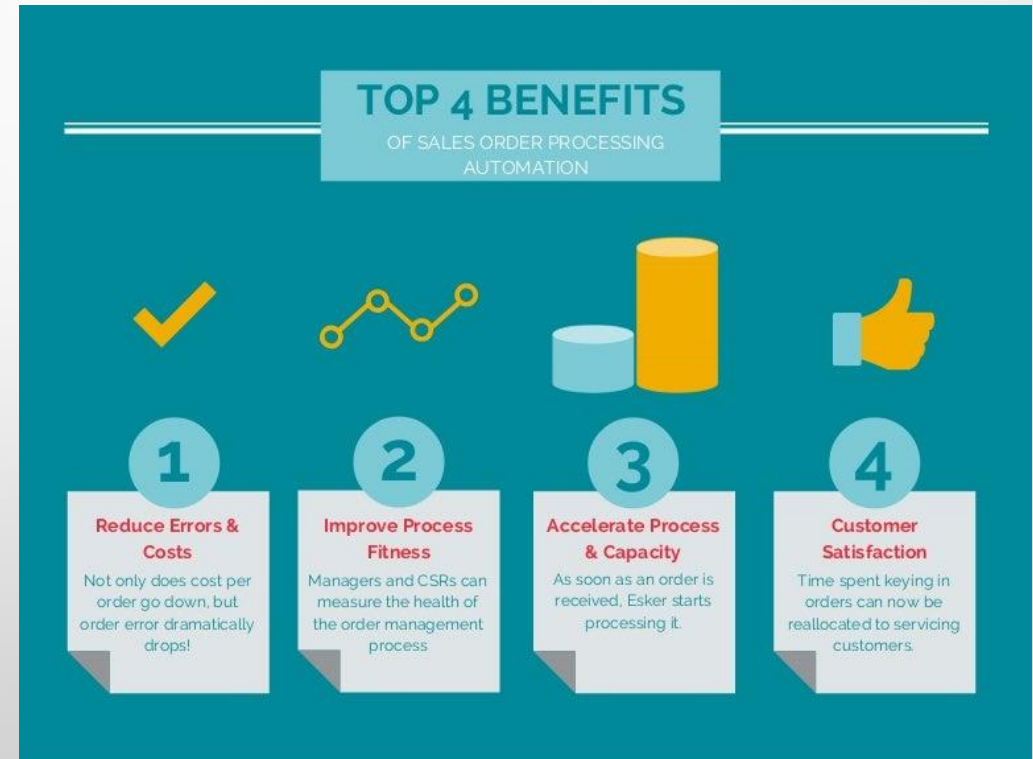
What is Selling?

Selling is any transaction in which money is exchanged for a good or service. Selling is the art of persuading.



What are the benefits of sales in a business?

- Increase earnings, profits, surplus
- It strengthens your brand
- Improves the company's culture
- Understanding the buying process
- Creativity increases



Cross-selling

What is it?

The practice of marketing additional products to existing customers. It is the sale of an additional product or service that is related to the primary purchase that a customer or client makes. It is a marketing strategy that persuades prospective customers to purchase ancillary products.

Perhaps the most well-known example of cross-selling is the fast-food sales line, “Do you want fries with that?”; encouraging the customer.

Cross-selling





Why cross-selling is important?

Cross-selling is a great way to maximize the value of each customer – but it is not just about the benefit to your company.

When done right, customers love cross-selling, too, since it helps them discover more goods and services to enhance their lives.

Advantages of Cross-selling

1. Helps customers feel understood
2. Builds loyalty
3. Increases earnings
4. Greater Convenience
5. Moves customers through the buying journey





How to make Cross-selling successful?

- Understand your customer's needs
- Work with motivated, knowledgeable sales people
- Establish good customer relationship

Example of Cross-selling

- Shoes – Socks
- Cellphone – case/screen protector
- Glucometer – strips/batteries/lancets/etc.

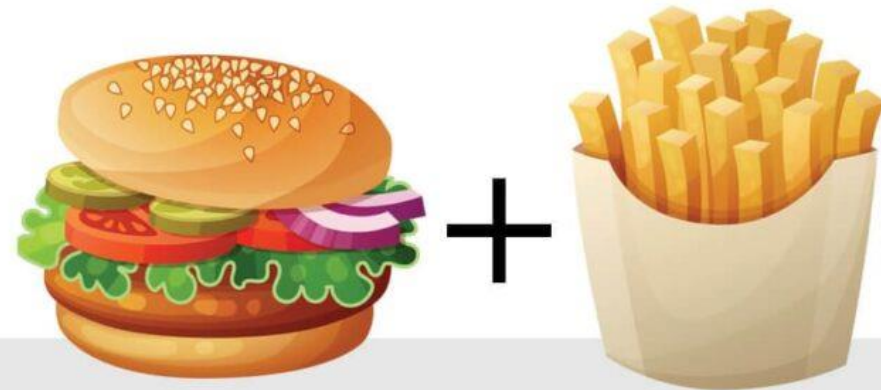
CROSS-SELLING



before



after



CROSS-SELL

How and when to use cross-selling

- One effective tactic is bundling and saving packs which increases the sale value
- Recommend to your customers which other purchases were made by those who bought a similar product
- Allow customers to personalize bundles by selecting the exact products they want

Example of Upselling, Cross-selling and Down-selling side by side



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