

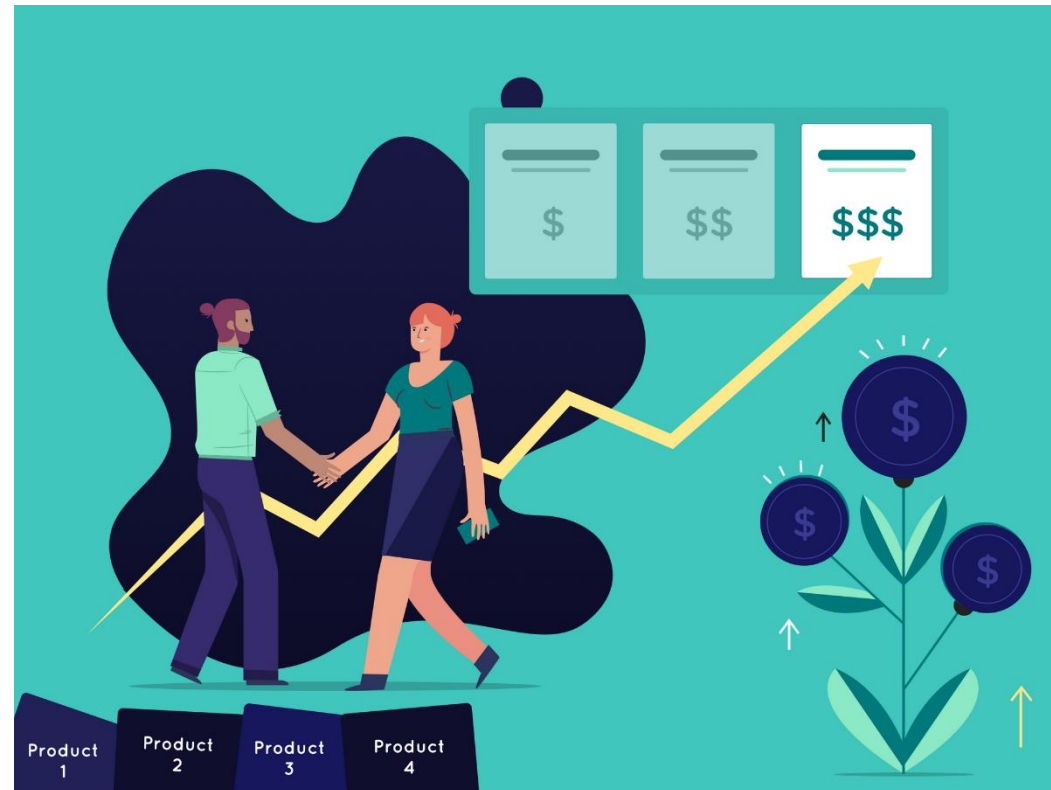
Fundamentals of Sales: Cross Selling

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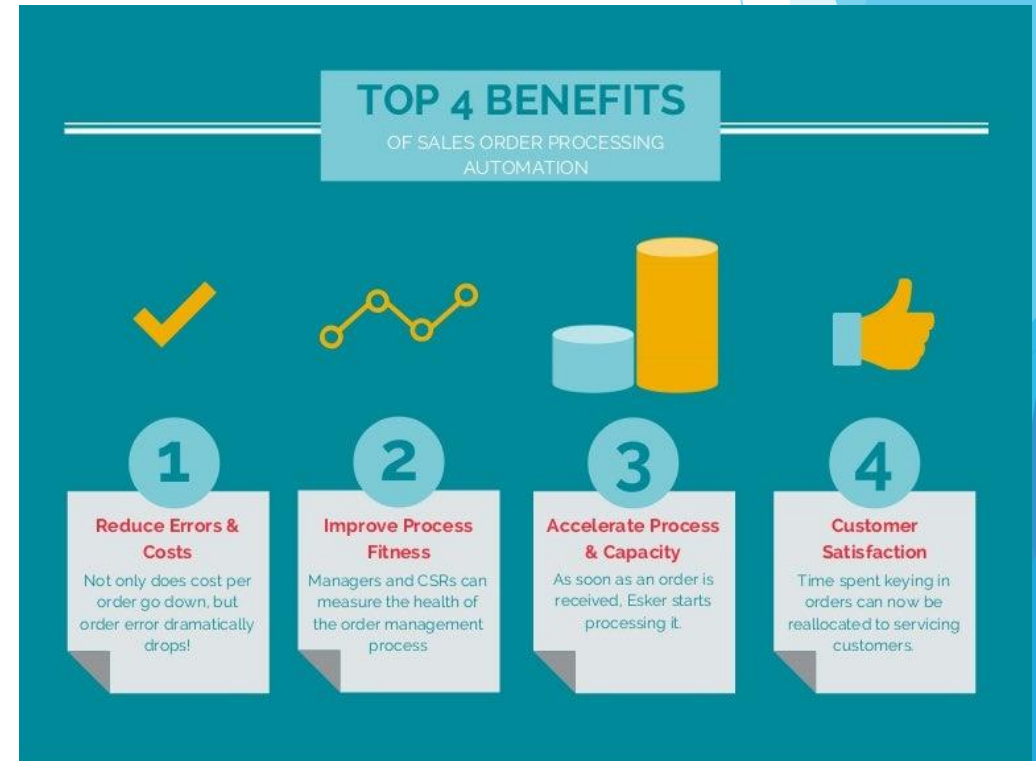
What is Selling?

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



Down selling

What is down selling?

Down selling is the opposite of up-selling. It is the technique of offering a friendly alternative to the product or service initially considered by the customer.

It is normally used when customers show a clear inclination toward refusing to make a purchase. When offered an alternative, the customer may reconsider the purchase because you're addressing a major objection price.

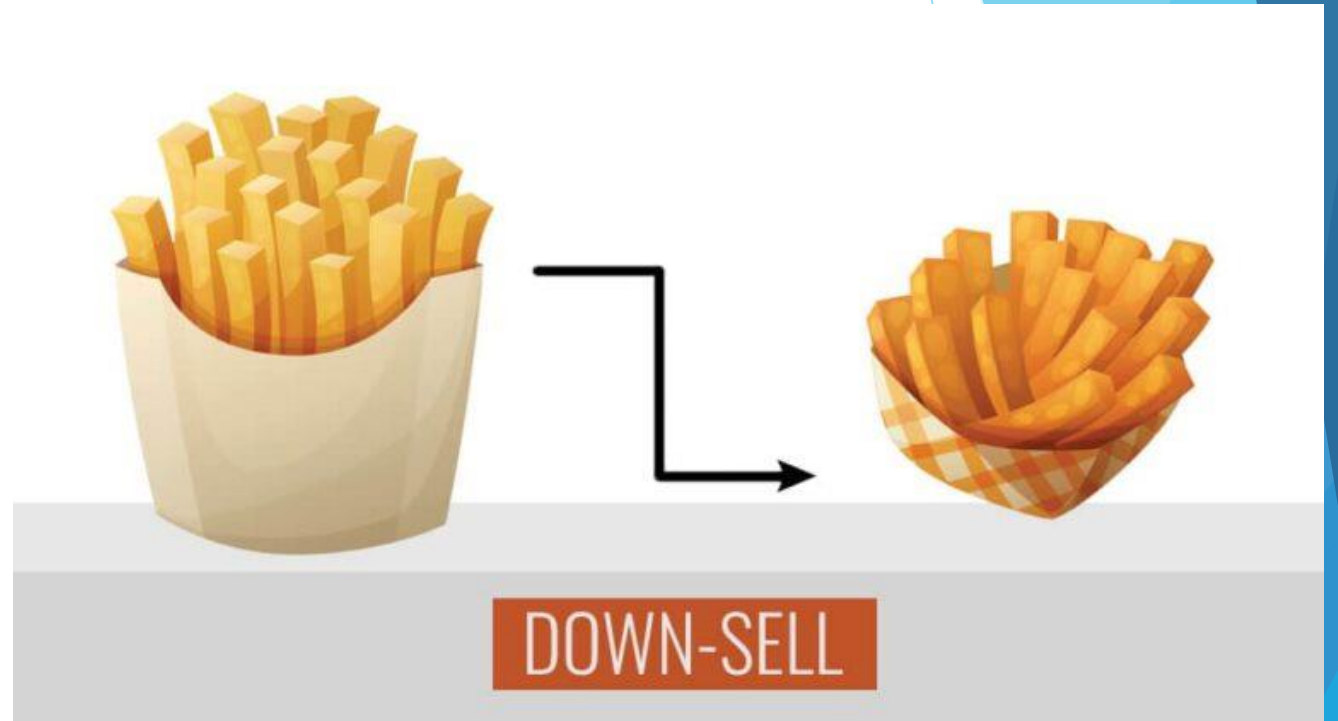


Down-selling



Benefits of Down-selling

- If a customer cannot afford a premium product, offering a lower priced product is a great way to build brand loyalty.
- You will make a sale even if the customer didn't purchase the item you'd originally wanted him/her to buy
- Allows you to access more clients with varying budgets



Benefits of Down-selling

- Increases conversion rates
- Builds customer equity
- Enhances customer loyalty
- Helps differentiate your brand from your competitors and improves your market position
- Deepens attachment to your business



How and when to use down-selling

- ▶ When you are certain the customer is not going to buy the initial product or service offered
- ▶ Be careful to avoid introducing the lower-priced offer too early; doing so can confuse potential customers and cause them to decline both offers.
- ▶ When customers are unable to afford certain products, that's an ideal time to introduce lower-priced items instead of slashing prices on more expensive products
- ▶ When you down-sell, your intent should be up-sell in the future

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

