The Power Of Cross-Selling

Cross-selling is a neglected, golden opportunity.

Time after time, when I get clients to dig into this with customers, the clients are dumbfounded to discover how little the customers know about all the products and services they offer.

Working with a printing company, for example, I unearthed twenty large clients, each bringing one type of printing to this client but taking other types of printing elsewhere.....for example, a customer having this printer do its catalogs and brochures but having all its envelopes printed elsewhere. When queried, the customer said, "I didn't realize you wanted that kind of work."

Smart marketers periodically analyze each of their customers to determine which products/services they buy vs. those they do not buy, then deliberately promote the unused products/services to the non-users.

Power Point #128

The Power Of "Boothmanship"

You can't just jump into a show booth, use the same selling techniques you use elsewhere and hope to succeed. This is a different selling environment, and it calls for different skills and strategies. See myths and truths on next page.

Myth:
The more people you reach at the show the better.

Truth:
Too many people in the booth means you're not separating the seriously interested from the browsers - and you're losing sales opportunities.

Myth:
If a customer maintains good eye contact with you, it means he's interested.

Truth:
Extended eye contact shows disinterest and lack of attentiveness.