

James Schramko here and I got a question for you. Are you cross-selling?

What is Cross-Selling?

Alright, so cross-selling is where you tell customers about your other products and you get them across there. So how can you do this? Well, firstly, you need more than one product.

Secondly, when you put out news and information and your good content: podcasts, videos, blog posts, just mention your other products or services. If you go and look at a lot of my videos, I quite often mention products or services that I have where it's relevant. And that's the way of cross-selling. Now those videos are then transcribed and they appear as blog content and now they're search engine searchable. People reading the transcription will get a click of a link to my other products or services.



Cross-sell your products for profit

Having An Actual Store

Now if I have an actual store or something, and I had telephones, what i'd do is i'll have a message on hold for that. So there are services out there such as messages on hold, where they'll put a selling track. So when people are on hold, you could say, "El dadadas are bla bla blas and they're amazing for this and the other result". And people will become aware of other products. You might also see people with t-shirts and it says, "Ask me about bla bla bla". Like you might be in the store, and then you're prompted to ask them about something else. In fact, when I went to the bank recently, they had a little key sticky taped to the counter. And that was

supposed to be an ingenious trick to prompt me to say, “Hey, why is this key stuck to the counter?” And they were supposed to tell me about Home Loans. I didn’t fall for it of course, I just observed someone else do it. I didn’t like being manipulated that much. But it’s a pretty tricky cross-sell.

Up-sell or Down-sell

Also, when you have people buy something, you could do an up-sell or a down-sell in your shopping cart. Now if that’s a bit manipulative for you, or a little bit too ‘in your face’, you could just put a little thing on the receipt. I know when somebody buys something with a credit card, my receipt actually has other products that says, “Do you need a website?”, or whatever. And I know that people click on that link and make a purchase because it tracks those statistics.

So, bottomline, to cross-sell, you need multiple products, and then you need to inform people who already have one product that you happen to have another product.

I hope that’s helpful. I’m James Schramko.

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