



# **Business Builder**

## **Tips & Techniques to Help Your Business Grow**

### Putting the Cross-Sell To Work in Your Business

Most businesses simply do not make an effort to sell complimentary products or services to their customers— and that is the reason so many fail. With a little bit of imagination, you can squeeze vast sums in extra profits out of your business just using a technique known as a cross-sell.

If you're selling horses, wouldn't your customers also be interested in saddles? If you are a dentist and you perform teeth cleaning, wouldn't the same customers possibly be interested in teeth whitening?

Cross-sell offers can increase your Profit-Per-Sale dramatically! Think about it. If you make 1,000 sales a month and just add \$1 in profit on accessories or add-ons, that's an extra \$12,000 in profit per year!

Home electronics stores have become master of the cross-sell. If you're shelling out money for a big screen tv, they can easily convince you that, once you've made that initial investment, you ought to spend a little more to get the "pro" cables or the surround sound receiver.

If the cross-sells are legitimately helping the customer to get a better result, he won't feel that you pitched him. He'll feel that you helped him! Huge difference here. Helping customers not only renders more sales, but also stimulates positive word of mouth to other potential customers.

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