



Take advantage of the time with your customers to

CROSS SELL AND UP SELL

Strike While The Iron Is Hot

The easiest way to increase sales dramatically is to sell more to already buying customers. Taking advantage of in the moment type sales where we can offer additional products or services helps achieve our desired results. Sales peoples' ability to understand and anticipate our customer needs will drive real solutions for their benefit, and will in turn generate higher sales and gross profit dollars per order meaning additional net profitability for the organization.



Showcasing related products and services help remind people of other things they were not actively looking for but still might need or want.

What is Cross Selling

In the electrical distribution industry, cross selling consists of offering the customer a comparable product that is available at the time they want it if what they want is unavailable, or isn't a product line offered.

This is often done to increase or protect our relationship with an existing customer, or to build trust and our brand with a new customer.

What is Upselling?

Upselling is a sales technique whereby a salesperson encourages a customer to purchase additional items, upgrades, or optional products in an attempt to make a more profitable sale.

In the electrical distribution industry upselling involves getting a sense of the customers' needs by asking questions. The point is to "upsell" for the customer's ultimate satisfaction and to seek a long-term relationship, so that customer has someone they trust for help in providing products and solutions.



5 Techniques for Success

1. Become aware of a customer's background, needs, concerns, budget, **allow for an understanding of what that particular customer values**, or may come to value.
2. **Ensure that you are knowledgeable** on the products or services you are offering.
3. **Listen** for upselling clues from you customer
4. **Offer add-ons** that relate to those items in the original quote or order.
5. **Build trust** with your customer to earn the right to upsell