

# Cross-Sales

## Fill-in-the-blank Cross-Sales

### Answer the following

Do you use cross-selling strategy in your business to attract customer?

How often do you use the cross-sale strategy for your product or service?

Do you see the added benefit and value of the cross-sale strategy?

Have you systemise and automate your cross-sale strategy that was successful and documented why it has failed.

The purpose of the strategy cross-sale fill-in-the-blank questionnaire is to assess if you have understood what is cross-selling strategy.

The cross-selling strategy is to offer a complementary product or service that pertain to the main product or service. le:- An iPhone + earbud + wireless charger or for service a CV + Cover Letter + LinkedIn Profile creation. these complementary products or services are separately priced.

You can evaluate its effect on your audience, its application to your business, customers acquisition, leads generation and sales.

Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.



### Marketing Tips

- Use the cross-sale strategy to maximise your revenue.
- The cross-sale strategy is your money maker.
- Ensure that the complementary product or service is related to the main product or service.

SOURCE: GIRLFRIDAYZ

### My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.