

ARTICLE > SELL SMART TO INCREASE YOUR PROFITS

by Colin Hudson 10X Osborne Park



"Would you like fries with that?"... Six simple words that when used correctly in your business, could be the single most effective concept you ever use to grow your revenue. Obviously we're not all running burger bars and selling fries, but we DO all operate in businesses where you have opportunities to sell additional products and services that will be beneficial to your clients and complementary to their main purchase.

Cross-selling is such a powerful yet easy way of increasing your average transaction value, and in turn, increasing your profits. It doesn't cost you anything to implement and it takes absolutely no time to get going.

Cross-selling simply means recommending other items from "across" your range to a new customer as they purchase. For instance...

- If you sell silver jewellery you might cross-sell a jewellery cleaning cloth.
- If you are a restaurant you might recommend extra side dishes with the main meal.
- If you are a mechanical repair shop you might recommend a wheel alignment when people come in for a quick service on their vehicle.

In many situations very little effort is spent in your business on getting the most from the incoming leads and customers you already have. You'll probably be surprised by just how many customers will leap at your cross-sell proposition – simply because you are anticipating their needs and in effect, providing them with a better service. Putting a "cross-selling" strategy into place will have a dramatic effect on the bottom line of your business.

Cross-selling capitalizes on this untapped potential in your business, providing a number of benefits to both your business AND your customer, including increasing:

- Average order value
- Exposure for higher margin items
- Customer satisfaction (suggesting related items can enhance the product and user experience)
- Awareness about the breadth of your product offering

10X Recommends: 5 Ways to Maximise In-person Cross-selling Opportunities:

1. Educate your team about the impact of cross-selling on the end-user experience of the product. Help them to understand that cross-selling is less about "selling" and actually more about enhancing the customer experience. For example, without a Water Proofer, those expensive Italian Shoes could be easily ruined. When you look at it this way, you may actually be doing your customer a disservice by not recommending

appropriate complementary items at the point of sale.

2. Develop a range of potential "no-brainer" cross-sell items for each different item category, such as gift cards, warranties, batteries, etc that make logical sense to purchase together – so they are easily understood by the customer and easy for the salesperson to introduce after closing a sale.

3. Create a Special of the Week or Month – each week or month identify a product that you can offer at a great price. Make sure it has universal appeal and high perceived value but relatively low cost. You can create Point-Of-Sale displays and material for these particular items.

4. Make cross-selling a performance standard – a "must do" activity for each and every sale in your business. It is vital in maximising your profits, so make cross-selling a condition of employment or create team bonuses (this is easily measured by recording items per sale).

5. Identify the best and train the rest – you'll find that one or two of your people will outsell other people by a factor of 2 to 1. Find the most successful salespeople and get them to train the rest.

The internet now provides an exciting range of cross-selling opportunities and possibilities. If you are currently selling products or services online, integrating a cross-selling strategy into your online shopping cart or check-out is easy, profitable, and measurable.



If you're not sure where to start, 10X Osborne Park has detailed Strategy Guides that explain how to implement Cross-selling, Up-selling, Down-Selling and Packaging strategies in your business (these are also great for training your team members!)
Ph: 9244 3399 E: colin.hudson@10x.com.au

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Ross of Itomic recently had an excellent experience using the recruitment services of Mike Underwood of Met Recruitment.

1. Mike negotiated a fixed fee for service, as opposed to a % of the new employees salary. Therefore there was no incentive for Mike to 'bid up' the salary of the candidates he put forward.
2. Mike offered a good guarantee period, i.e. so that he'd find another employee at zero cost to Itomic if the one offered the job doesn't stay the course.
3. Not only did Mike do all the advertising for the position and

the initial filtering of respondents, he also setup the interviews, negotiated salaries on my behalf, and advised candidates who were unsuccessful.

4. The candidate who was initially offered the position said 'yes' then changed her mind a day later! Even though this meant that Mike was pretty much starting from scratch again, he didn't flinch, remained upbeat and professional, and successfully delivered again with another great candidate.

All in all, a very successful engagement. Highly recommended.

Ross Gerring | Managing Director