

# W30

**Wednesday  
Morning  
Fax**  
*from*  
**The  
Castle  
Press**



## **Cross-Selling Pointers**

Back in prehistoric times, when you bought a smooth stone tablet, the salesman would ask, "How about a quartz scratching stone for writing on that? For only five drachmas extra?"

Such an offer began cross-selling—to this day, perhaps the best way to profit more from every transaction.

### **The acid test for cross-selling: "Does it sell?"**

- Make sure that your offer is relevant and exciting to your customer.
- Also, make certain that your cross-sell offer does not dim the luster of your brand.
  - Nieman-Marcus does not cross-sell pickled pig's knuckles to ladies who order sable coats.
- Above all, keep your eye on Return On Investment.
  - Do not give away the store.

### **Use your customer database for all it's worth**

- Avoid intuitive offers—too often, they are wrong.
- Select cross-sell offers related to your main product.

**Mail-order companies were the only consistently profitable online retailers last year...72% of them, 43% of store-based e-tailers, and just 27% of Web-exclusive marketers made money.**

—*Business Week, May 14, 2001*

- Exploit surprising opportunities.
  - One database user discovered that many people who bought plastic shelf-liners were also ordering Chia pets!

### **Soft-sell copy works best**

- Suggest, instead of commanding, a purchase.
- Stress that you are offering an opportunity.
- Use words such as "Others have purchased," "May we suggest," and "Many people who bought this product also enjoyed..."
- Offer more information—free.

### **Follow Up**

- Back up your cross-sell offer with a mailing featuring it and closely associated products.

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