

Never Underestimate - 2

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The Power of Cross-Sell

Think of yourself as a customer. How easy it is to do business with an organisation that you have dealt with before. I have bought my tickets through a travel agent. It is so much easier to get my travel insurance done through the same agent.. I am a long standing customer of a private bank. Any guesses whom I would like to deal with when I need a loan? I go to a department store for my weekly grocery shopping. How simple it would be if I could also buy my vegetables and my medicines there! What's more, most often the customer doesn't even KNOW what else is offered by the organisations in question.

Why then is cross-sell not pursued by many marketers as a primary marketing initiative? Typical responses we hear - "My customer base is too small right now for cross-sell efforts to yield any results" OR "Our focus currently is on customer acquisition".

Start small, start now. Tie in your customer with multiple offerings before he/she has the chance to look elsewhere. And start building a loyal customer base for the long haul.