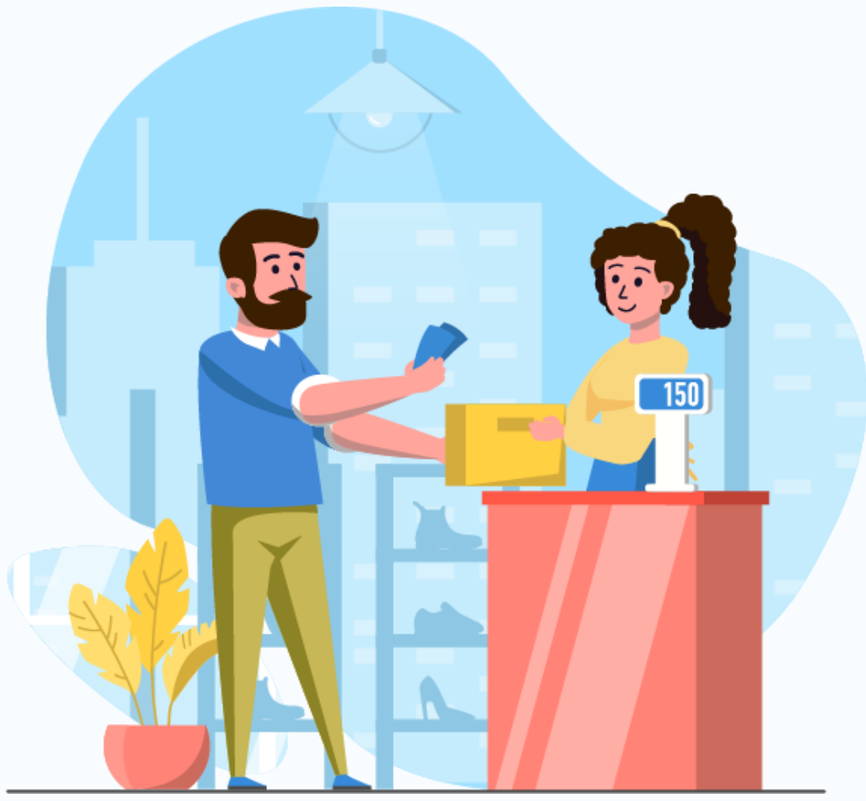
Your Guide To

CROSS-SELL



Sell with complements
Don't concentrate on just pushing the one product the customer wants. Sell with additional small products that will bring extra value to the purchase.

Discounts on additional purchase
Direct the customer's attention to other products by providing additional offers on extra purchase.

Respect your customer's budget
Customers like to utilize their budget to the maximum, so help your customer get more products within the budget.

UPSELL

Guarantee gives confidence
Provide confidence to customers by highlighting the extra guarantee period on higher-priced products.

Offers for higher-priced products
Offers are the best way to grab the customer's attention. Provide better offers on higher-priced products.

Talk about benefits
Higher-priced products are difficult to sell. So excite the customer with the benefits that can balance the higher price.

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