



Cross-Selling

Press information PC/2009/6

Erfurt/Neu-Ulm. Using successfully and target oriented efficiency and cost advantages in selling for business increase of special products and services by cross-selling

Success of all companies is always determined by the sales force. As special products and services are concerned the appropriate choice of the sales representatives is decisive. Sales persons working on a commission basis (sales agents) are only looking for short term success (simple products with repeating demand). Fully employed sales persons (employees) are qualified for medium and long term success, but lead to considerable financial burden for small and middle class companies just starting on the market. Even the co-operation with traders (wholesaler) who buy and sell products is critical because in general they are only interested in selling so called „quick turn arounds“.

Therefore the efficient solutions is – **cross-selling**. This is leading to quick order acquisition with medium and long term success (confidence development and customer connection) just for special products and services, treatment of market gaps or new entrance into the market and more-over is resulting in a reduction of nearly 80 % of the usually necessary distribution costs. And that means in all branches of industry, trade, handicraft and services. Are you interested in an effective, cost-saving and branch exceeding sales organization?

Then we are looking forward to your contact under cross-selling@personalitycoaches.eu.

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