

Module 3.1 – How To Cross-Sell Your Way To The Top Of Your Niche

We've already talked about upselling and downselling – but what if you're a person who has multiple products within your businesses...or even multiple businesses that are related but not competing with each other?

Cross-selling is very much different than upselling or downselling. Cross-selling would come AFTER the purchase at any other time, and you would be promoting other products you personally have created...or even affiliate offers.

For example...let's say you're an SEO expert selling a course on how to get amazing Google rankings. You also have a product showing people how to get amazing LOCAL Google rankings.

And let's say you've also worked with offline businesses personally and have a system for getting new clients (which pay you monthly to maintain their Google rankings). This might include some templates for ads you have, scripts for what to say on the phone, etc. etc.

That would obviously be going out to a different group of people – copywriters for instance. '

Here are a few ideas you can do to “cross-sell” and promote your different businesses to the other list.

First...after they purchase your “regular” product I always recommend giving them great information on how to consume the product (which we'll talk about later), thanking them for their business and telling them how great of a decision they made, etc. etc.

However...after a few days, or a week, or a month, or however long...you need to start thinking of which products that particular audience would be interested in.

As I already mentioned – people LOVE to buy! Consumers are ALWAYS looking for a new product to purchase... even though 90% of the time, it ends up sitting on a bookcase never opened or as a door stopper.

And as a business owner, it's your obligation to cater to their needs and GIVE THEM more stuff to buy!

Ok so, let me assume you've already put them on a separate "buyers" list. If you're not doing this...do it immediately.

That way you can separate buyers from prospects....and cross-sell them some of the different products you carry.

Ok so they're on a buyers list, they've just bought one of your products. Now what?

The first thing you need to do is nurture the relationship. Get them to consume the product, get them to trust and like you, and build that relationship. Then as the relationship builds you come at them with an offer basically saying "oh hey I forgot to mention...I have another product you'll enjoy as well, which does "benefit, benefit, benefit" for you.

Here's another idea.

If you've picked up their physical address, 2 weeks after they purchase you send them a postcard saying "I hope you're enjoying product "X" - and since you're a customer...here's "X" percent off a complimentary product...but the offer only lasts for the next 7 days.

See how easy that is?

Remember...the FIRST sale of a customer is always the most expensive. Customers are anywhere from 2-4 times more likely to buy from you than a prospect who's never bought from you before.

You'd better burn that sentence into your brain...because it can make you millions of dollars.

Here's another idea.

Let's say you have a front-end product selling for \$47. Then an upsell of something for \$297 for a low-level coaching program.

What if...a few weeks after they bought that \$297 program from you...you or a hired team member called them up on the phone and cross-sold a higher end coaching program? Or maybe a piece of software which compounded the effects of the \$297 program? Or a "done for you" product which got them the same result... without requiring them to do anything?

Do you see the possibilities?

You can cross-sell ANYTHING...but...it MUST be something that the customer would be interested in. For example if you're selling an information product on organic gardening....I don't think trying to upsell them into a golf-coaching program would be a very smart move.

But hmm... you just sold them a program on overcoming their fears... think you can cross-sell them an affiliate offer for a meditation program? Of course you can – as long as you make it related to the first

offer!

Here's another idea.

Ok so now you've figured out a product you can cross-sell them. Let's pretend you don't have another product to cross-sell, but you've found a great product and became an affiliate for it.

Here's what you do.

You add that product into your autoresponder, make some sales...and then CALL the owner of that product and say the following...

“Hey Mr. X, I just wanted to let you know how much I love your product. I have a product called “X” and I'm currently cross-selling your product to my CUSTOMERS on the back-end because it's one of the best products I've ever seen.”

Then you chit-chat with them for a few minutes, don't ask for anything in return...and hang up.

Know what's going to happen next?

They're going to hang up the phone, immediately go to your website and if they think it's a killer product...they'll do the same for you!

You look like an amazing person because you're doing it “out of the kindness of your own heart” (and hopefully you REALLY are doing it for that reason, and not just for extra money)... and you'll gain immense trust from that person in a very short time period.

And that's how you build an incredible relationship – which may make you tons of money down the road.

When it comes to cross-sells, I haven't found any “rules” you have to follow. In my experience, the more congruent your cross-sell is with the initial product you sold them...the better it'll do.

But as you already know – I'm a HUGE proponent of only selling something if it's going to TRULY help the life of the customer.

So if you're going to try and cross-sell them some pile of crap which costs \$97 but doesn't do anything or contain enough information to make them at least 10x that amount...don't even bother.

It'll whittle away your soul, and karma will come back and not only kick you in the ass...but smack you over the head with a 2x4 repeatedly!

(Ok...so maybe it won't be that bad... but you'll feel much better about yourself if you only sell products that your customers go ga-ga over!)

Action Items

#1 – Think of products you already own, or affiliate offers you can cross-sell to your customers.

#2 – Make sure those cross-sell offers are both CONGRUENT and VALUABLE