

# 5) BAIR NECESSITIES

# Mastering the Art of CROSS-SELLING

*With a little practice, you can become a cross-selling champion and grow your business!*



## Tell 'em what you sell 'em

Do customers know everything you offer? Create a brochure and put your product list online.



## Discuss discounts directly

Don't keep discounts on the down low. Try this: List available discounts on the initial quote.

## Put the hitch in your sales pitch

Ask customers if there's a hitch on their vehicle to learn where they're going/what they're towing.



## Feel the love

What do your customers LOVE to do? Ride motorcycles? Insuring specialty products that insureds love dramatically improves retention.



## When it comes to motorcyclists...

63% own more than 1 specialty item. Almost 80% insure multiple products with their motorcycle carrier.\*



## Remember, there's no time like the present

Start the conversation sooner rather than later. Cross-selling that doesn't start within 30 days of the original interaction is often less effective.\*\*

Questions? Ask Jeff! [AskJeff@Foremost.com](mailto:AskJeff@Foremost.com)