

CROSS-SELLING SCRIPTS

Retail (In-Person) After a Product Selection, Before Checkout

This **[product]** is a great selection you'll definitely be satisfied with. Also, because you mentioned that **[priority/preference/problem they want solved]** was why you wanted to shop for this today, I would also recommend pairing it with **[complementary product]**. Many of our customers find that it's awesome because **[value offered by complementary product/pairing]**.

Business Service (On Conference Call) After Proposal is Agreed to, Before Deal Finalization

So great to hear that you've agreed to work with us for your **[product/service]** needs. One thing many of our clients also like doing is pairing this with our **[complementary product/service]**. Doing so gives you the value of **[value attained by pairing]**.

Marketing Email After Purchase

Dear **[customer name]**,

Thank you for your recent purchase of **[product purchased]**. As part of enhancing your overall experience with our brand, we'd love to recommend the following items that pair nicely with your purchase:

Item Name

Item Info

[Image]

[Link to Add to Cart and Checkout]

Item Name

Item Info

[Image]

[Link to Add to Cart and Checkout]