



SELLING MORE PRODUCTS TO EXISTING CUSTOMERS

Overview and Definition

Selling more products is the shorthand phrase that we use to refer to selling additional products and services to existing customers. In other words, to sell more than just one product or service to a single customer. Let's begin by examining why it is desirable to sell more than one product/service to current customers.

Why is it so Desirable to Sell More Products to Existing Customers?

1. **More profitable.** Acquiring a new customer often is 5 to 15 times more expensive than the cost of retaining and growing an existing customer. Why is it so expensive to acquire new accounts? Because a lot of **time** (for example, multiple sales calls), **money** (advertising and other marketing expenses), and **resources** (such as people to make joint sales calls with you) are needed to win a new account. Because of the high cost of acquisition, it is usually more profitable to sell additional products to existing customers than to sell an initial product to a new account.
2. **Easier and faster sale for you.** The closure rate – what Peak Selling calls the Win Ratio – is usually 70% or higher when selling more to an existing customer, whereas it tends to be 25% or less when selling to a prospective customer. As sales professionals, we want to win and use our selling time effectively and efficiently. Your easiest and most reliable source of sales revenue growth comes from selling more to the loyal customers who already buy from you.
3. **Selling additional products improves customer retention and satisfaction.** Many studies have shown that customer retention improves dramatically when customers buy more than one product or service. Be pro-active by setting goals to increase the number of products that you sell at all of your customers. Note also that you are most at risk of losing a customer for those accounts who are only buying one product from you.
4. **It benefits the customer.** As cited above, it certainly benefits your company to sell more products to an existing customer. But, don't overlook that the customer benefits as well. Use the space below to answer this question: ***How could it benefit a customer to buy more products from us?***

Individual and Group Answers