



TheGredeCompany

30-SECOND MARKETING TIP



Cross Merchandise for More Sales

Grouping similar items together and selling collections of items are great ways to build sales.

In the grocery store, they put the peanut butter next to the jelly, and the snack chips next to the soda pop.

In a hardware store the plumbing fixtures should not be mixed in with the electrical items or the paint supplies.

Likewise, in your product catalog, be sure to put similar items together.

Accessorize, too. If you sell a particular type of machinery, put the conveyor belt that brings the raw materials to the machine right with the machine itself. And the specialty oils that lubricate the equipment, too.

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