

# Cross-sell and Up-sell with Suggestive Selling

Ledgeview partners CRM FOR OIL & GAS

NATIONWIDE-PREFERRED SOLUTION



## Are you struggling with your cross-selling and up-selling sales techniques, or do you even have a process to cross-sell and up-sell effectively now?

You may sometimes struggle to cross-sell and up-sell with suggestive selling because you may be unaware of what products your clients need or what they're buying from your competitors, but should be buying from you ... Cross-sell and Up-sell in CRM for Oil & Gas will help your team improve their sales strategies.

### CRM FOR OIL & GAS:

- **EQUIP ALL TEAM MEMBERS WITH THE RIGHT INFORMATION**  
More experienced reps know if customers buy 'x' (i.e. engine oil), then they should buy 'y' (i.e. antifreeze/coolant), but your less-experienced reps may not. Cross-sell and Up-sell in CRM for Oil & Gas will give your entire team the tools they need to succeed with these effective sales strategies. If your customer needs Engine Oil, it is extremely likely they need Antifreeze/Coolant and various Greases.
- **SET UP FOLLOW-UP ACTIVITIES ON CUSTOMERS**  
When a customer isn't ready to talk about buying a product from you now, but says they want to 6, to 12 months out, you can set up a reminder in CRM for Oil & Gas to follow up with them. Even if they want to talk to you in 2 years, you can be reminded by using activities!
- **USE AS A TRAINING TOOL**  
Suggestive Sell is a great tool for new employees to be trained on, and is easy for sales reps to use to generate reports when customers are or aren't buying from their company. Sales managers can use these reports to coach with during regularly scheduled coaching sessions.



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"Ledgeview's CRM for Oil & Gas tool is plug and play. We're so far past the typical sales rejection process of not wanting to use tools by working with Ledgeview."

**ENGLEFIELD OIL**

