

Cross Selling And Up-Selling

CONTACT ONE

For those clients who sell products but don't have the resources to develop a web site or an e-tailer shopping cart Contact One Call Center can custom program your catalog in to our database to allow you to sell your products 24 hours a day 7 days a week 52 weeks a year.

Contact One Call Center's specialized software will allow you to offer a wide variety of products in all sizes, colors and variations and even be programmed to encourage cross selling or up selling of your products.

Cross Selling

For example your business is selling outerwear. A potential client receives your catalog in the mail and calls the toll free number to order a blue jacket. The blue jacket they are calling to order also has matching bottoms, gloves and a hat located on different pages of your catalog. By using Contact One Call Center your company has the ability to have our professionally trained staff utilize our special software to take your customers order and point out that the item they are ordering also has matching or complimenting items that can also be ordered.

Upselling

Similar to cross selling up-selling can be achieved using Contact One Call Center's specialized software by programming prompts for the call agents to suggest an up-sale to your potential clients. For example your business is selling herbal remedies, lotions, and scented candles. Your potential customer calls your toll free number to order an 8oz bottle of "Soothing Bliss" facial relaxer for \$16. Our system allows the agent to be prompted to suggest the caller buy the 18 oz bottle for \$30. The prompt will actually guide the agent to say that for only \$15 more you will receive an additional 10 oz of product amounting to a \$0.35 cent savings per ounce.

Whatever your company's product, Contact One Call Center will help you achieve maximum sales and profits by using our customized catalog software to up sell and cross sell your products.

