

A GUIDE TO SELLING ALLIED PRODUCTS

Selling allied products offers several key benefits. Firstly, it enhances the overall customer experience by providing a comprehensive solution, making their purchase more convenient and valuable.

This not only builds customer loyalty but also increases the average transaction value, boosting your revenue. Additionally, it positions your business as an authority in the industry, fostering trust and credibility.

Ultimately, selling allied products is a win-win, benefiting both your customers and your bottom line.



Suggesting goggles when somebody buys a power tool is a perfect allied product. Its a win-win!

1. Understand Your Customers:

To successfully sell allied products, you must first understand your customers' needs, preferences, and shopping habits. Take the time to learn about their specific interests and requirements, which will enable you to recommend relevant allied products.

2. Offer a Complete Solution:

When suggesting allied products, position them as essential components of a complete solution. Explain how these products can enhance the original purchase. For example, if a customer is buying a smartphone, you can recommend compatible accessories like phone cases, screen protectors, or chargers.



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Suggesting Maintenance products like oil or grease with machinery, is another effective, win - win”

3. Highlight Customer Benefits:

Emphasize the benefits to the customer. Explain how using the allied products can help them get the most out of their primary purchase. This may include improving the functionality, protecting their investment, or making their experience more convenient.

4. Bundle and Discount:

Consider bundling the primary product with allied products and offering a discounted package. This not only adds value but also makes the offer more appealing. Customers perceive that they're saving money while getting everything they need in one go.

5. Provide Educational Content:

Create educational content that showcases how the primary product and allied products work together. This can be in the form of guides, videos, or demonstrations. Educating your customers not only enhances their understanding but also positions your business as an authority in the industry.



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Suggesting saw blades with a saw is another allied product example.

6. Share Success Stories:

Share customer success stories where using the primary product in combination with allied products has yielded excellent results. Real-life examples and testimonials can be powerful persuaders.

7. Offer Personalized Recommendations:

Train your sales team to provide personalized recommendations. If a customer is purchasing a particular product, your sales representative can ask about their specific needs and suggest the allied products that best suit their requirements.

8. Cross-Sell and Upsell:

In addition to selling allied products as part of a bundle, consider cross-selling or upselling individual items. For instance, if a customer is buying a camera, recommend compatible lenses or photography accessories that can enhance their photography experience.



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9. Monitoring and Feedback:

Continuously monitor the effectiveness of your strategy for selling allied products. Gather feedback from customers to understand their needs and whether the suggested allied products met their expectations. Use this feedback to refine your offerings.

By selling allied products in a customer-centric way, you not only enhance their overall shopping experience but also contribute to the long-term success of your retail business. It's about providing solutions and value, which, in turn, benefits both your customers and your bottom line.



Having offers on allied products placed near the main product is an effective way to encourage the sale of allied products.

