

# The Hard Facts About

# CROSS-SELLING

## In The Financial Services Industry

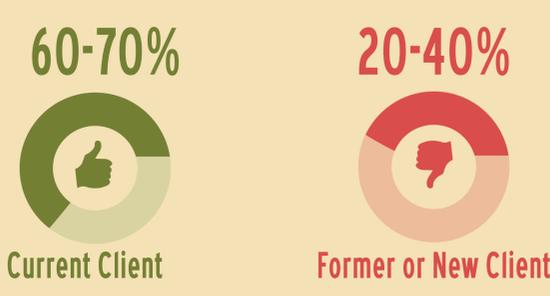
Statistics tell us that we are **3 times** more likely to sell a product to an existing client than a new prospect, yet the average customer owns **9 products** but only **2.5 products** per company.



Recently there has been a **huge** amount of hype about Big Data and how it will change the way we sell. In spite of **billions** of dollars spent on IT, the vast majority of companies still don't effectively leverage the data that they already have to sell more products.



Organizations have a **60-70%** chance of increasing sales to a current customer versus a mere **20-40%** likelihood of winning back a former customer or closing a sale to a prospect.



## Cross-Selling Musts:

- Make it so easy anyone can do it:** For each client RightBRIDGE identifies the top three suggestions opportunities with a score and reasons why the suggestion is made.
- Do it where they live:** The RightBRIDGE Widget presents suggestions in a simple and straightforward way, right at the point of client contact which is key to cross-selling success. The RightBRIDGE Widget can be embedded in a portal, CRM, or workstation. The widget gives financial professionals easy access to their best sales opportunities.
- Timing is everything:** Whenever an advisor accesses a client the top suggestions are generated. If the client has any type of life or trigger event the system records that information and updates the suggestions instantaneously.
- Give them a reason:** The whole key to cross selling is giving an advisor the confidence to make a suggestion and the ability to answer questions or overcome objections. RightBRIDGE uses a unique Reason Text™ to explain why a suggestion is made including data, calculations and factors used in making the suggestion all in plain English.
- Has to be needs-based:** Advisors are skeptical of marketing lists and rarely use them to do cross-selling. RightBRIDGE identifies opportunities based on relevance to a particular client needs-based on all currently known data about the client.

## RightBRIDGE Cracked the Code

RightBRIDGE is a needs-based suggestion engine that identifies all relevant opportunities for clients in a financial professional's book of business. RightBRIDGE sifts through the entire prospect and client base and identifies the most compelling opportunities and more importantly presents them with detailed Reason Text™ explaining why each suggestion is relevant.

The average RightBRIDGE user acts on **37** RightBRIDGE suggestions per month

**32%** of RightBRIDGE suggestions result in a positive action (product sold, sell pending, recommendation accepted, follow-up)

Users of RightBRIDGE average **1-2** more product sales a month compared to their historical sales volume.

Users of RightBRIDGE have an average revenue increase of **13.3%**

Why don't you make a real effort to make cross-selling happen at your company by seeing how RightBRIDGE can change the way you go about cross-selling?

