

## **The Top 9 Excuses For Not Cross-Selling To Your Customers and The 6 Reasons Why Marketing with a TV In Your Lobby May Be The Best Investment You Make in 2012**

If you even faintly suspect you may be missing opportunities to help your customers see the benefits of the other products and services you offer, then this may be the most important article you read.

After working with thousands of community banks around the country I have compiled the top 9 excuses I have heard over the past 12 years for why cross-selling typically doesn't happen:

1. "We tried that once and it didn't work."
2. "Cross-selling? Are you kidding? We are too busy with compliance to even think about doing that."
3. "We feel it is wrong to "sell" to our customers."
4. "Our frontline staff just won't do it."
5. "It takes a full-time employee to effectively implement and track cross-selling efforts and we aren't going to make that investment."
6. "We love our community bank feel and don't ever want to be like the "big banks".
7. "We didn't hire salespeople, we hired tellers."
8. "We've done well for years without it."
9. "Our customers know how to ask for something if they want it."

When I ask bank presidents, marketing directors or the board to rank their effectiveness in cross selling from 1 to 10 the answer I usually hear is "3". So, I don't think anyone would disagree that most banks have room for improvement.

Recently, I spoke with the marketing director of one of the most successful credit unions in the country. What she said about cross-selling and their culture was very telling. The attitude of the leadership and employees was that they have an "obligation" to "help" their members know about the different products and services they offer because if they don't do it, somebody else will.

So, if you are not going to rely on your frontline staff to help your customers know about the other products and services they might benefit from, what do you do?

### **Here's the answer.**

One of the fastest, easiest, most cost-effective ways to help your existing customers know about the other products and services you offer is with a TV in your lobby where you control the content.

There are 6 reasons why:

1. A well-placed TV in the lobby naturally draws attention
2. You can use short-term promotional efforts to easily generate leads for other products without any cross-sales training of your frontline staff (we can show you how)
3. You decide what you want your customers to see instead of the cable news channel (and you won't risk advertising another financial institution's products in your lobby)
4. Your content is automatically updated so it doesn't become stale

5. You can virtually eliminate printed marketing material that becomes outdated
6. Proven ROI (we can show you)

To find out why marketing with a TV in your lobby may be the best investment you make in 2012 go to **[www.YourLobbyTV.com](http://www.YourLobbyTV.com)** or call Brian Robinson with Works24 (formerly BankOnHold) 405-205-9538 or you can email Brian at [brobinson@works24.com](mailto:brobinson@works24.com)