

## UNDERSTANDING PRODUCTS & OPPORTUNITIES TO SELL BY GSS

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Understanding products and opportunities to sell is a critical initial step which involves the detailed process of discovery to define and document your company's cross sell /up sell products that the customer base may be interested in. Most companies today offer more than one product or service. It is imperative that your customer base is aware of all of the products that you offer as a corporation. Moreover, GSS has relationships with multiple companies operating in the airline and tourism industries whose products and services might be an enhancement to the overall customer relationship. GSS would like to understand the customer base and design a product suite of up-sell opportunities that may enhance the overall customer experience.

### OUR METHODOLOGY

In today's corporate environment offer more than one product or service. Ideally, corporations can do a much better job of educating their customers on the different products or services that they provide. Moreover, companies may capitalize on opportunities those customers present to them (taking time out of their day to do business). The tourism organizations and cruise businesses have taken advantage of this opportunity for years. Over 80% of the time, consumers purchase more than what they had originally intended to when they set out to make the trip to the travel agency. Why do service organizations not capitalize on this very opportunity? Because they look at a phone call, a web hit, or an e-mail inquiry as a cost to their organization.

GSS can easily help organizations to up sell and cross sell across multiple verticals in taking advantage of that customer action.

GSS would like an organization to offer additional Services / products to achieve additional streams of revenue by putting together a packaged product suite. Customers want to do more business - When cross selling, an organization offers the customer a product or service related to whatever they are already buying.

Surveys have shown this practice to be very effective and has boosted sales. Moreover, up-selling leads customers to higher priced products in a good/better/best progression will definitely increase overall revenue for your corporation. Whether there is a cross-sell opportunity or an up-sell opportunity, the corporation stands to gain with higher revenue, better loyalty (the more business a consumer does with your organization the harder it is for them to leave), and better overall customer satisfaction. Studies have shown that most customers feel a "disservice" is being done if they are not informed about all that they might be interested in. By understanding customers' needs, the corporations are showing them that they care about overall satisfaction. GSS feels that it is an obligation that the corporation has better products or services to offer may be provided to customers.

