Cross-sell templates

You’ll be hard-pressed to find a product marketer who’d prefer selling to a brand-new prospect, instead of an existing customer; cross-selling relevant products is an effective way to maximize your opportunities, sell more products, and most importantly, make more money.

Here are some templates to get you going.

| **Email template #1**  Behavior-based cross-selling - B2B. |
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| Hey **[first name]**,  We couldn’t help but notice you recently bought **[product name]** - great choice! 😉  Tons of other businesses - just like you - also find our **[product name]** works in perfect partnership with this. Here are a few of its highlights:   * Highlight #1 * Highlight #2 * Highlight #3 * Highlight #4   Whether you decide to take the plunge now or down the line, we just thought we’d let you know!  Thanks,  **[insert name]** |
| **Email template #2**  Behavior-based cross-selling - B2C. |
| Hey **[first name]**,  So, you recently bought **[product name]**...  Based on your recent purchase, we think you might also love:   * Cross-sell product #1 * Cross-sell product #2 * Cross-sell product #3   **Here** are a couple of examples of the two in partnership.  Thanks,  **[insert name]** |
| **Email template #3**  Cross-selling in your order confirmation emails. |
| Hey **[insert name]**,  Hoorah! Your order for **[product name]** has been successfully placed.  Once you’ve activated your account, you’ll be taken on a tour around your dashboard to help you settle in.  Thanks,  **[insert name]**  **P.s.** A lot of customers who buy our **[product name]** also go for our **[product name]** too - you can find out more about how the two work together **here**. |
| **Email template #4**  Cross-selling in your invoices. |
| Hi **[insert name]**,  Your bill this **month/year** comes to **[insert cost]**.  You’ve been with us for a while now and have no doubt witnessed the benefits of **[product name]** first hand. Fancy doubling down with our **[product name]** too? Find out all about them **here**.  Thanks,  **[insert name]** |