

## 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.

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]**

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## 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]**

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### 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](#).

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#### 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]**

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