



Linked Item Selling



The Need

In many distribution businesses, the ability to make the most of every sales opportunity can be the determining factor between success and failure.

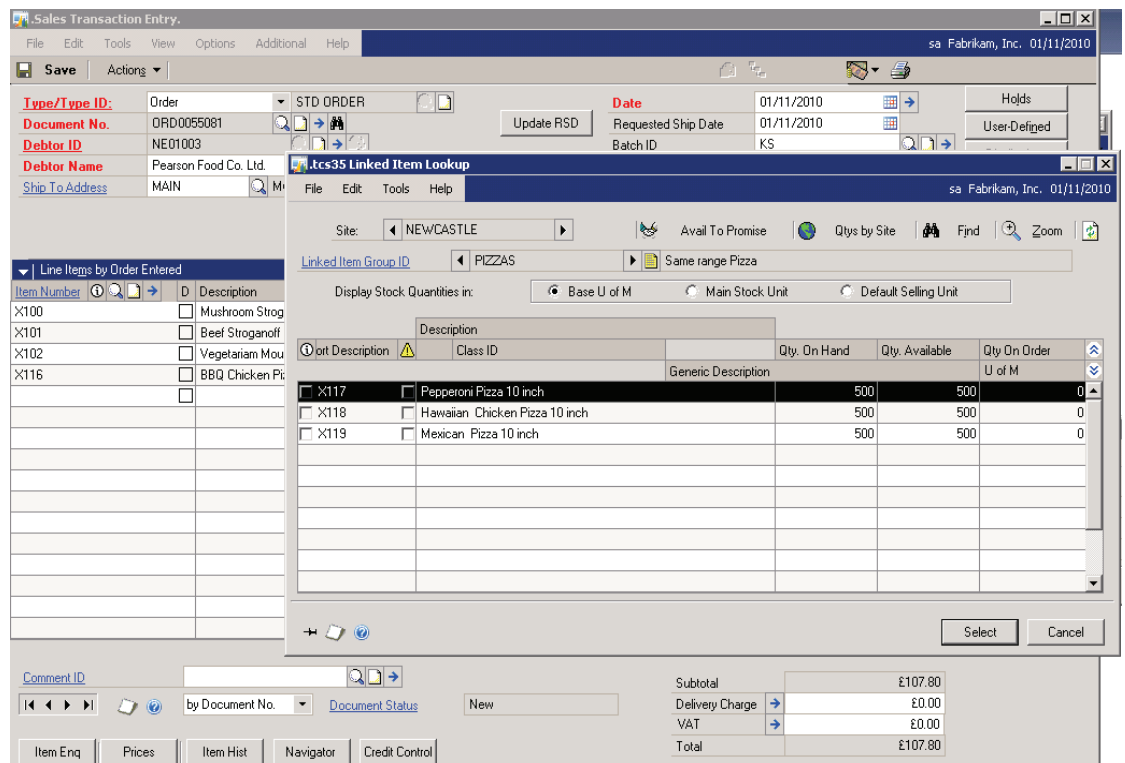
The Solution

Linked Item Selling is a simple but effective tool that helps ensure that the all-important opportunity to up-sell is not missed.

Key Features:

- **Linked item groups**

This provides the facility to quickly build related groups of items for linked item selling. One or more of these items will be marked as a 'trigger' item. It's the sale of a trigger item that will prompt a sales order taker to introduce the other items in the group.



- **Linked item selling**

In Sales Transaction Entry the sale of a trigger item will automatically generate the appearance of a pop-up window showing the remaining items in that group. The pop-up window will also identify which of these items have already been included on this order. There is a standard Dynamics GP 'notes box' available for each linked group that may be used to hold features and benefits of buying the complimentary items. It's simple to select a line from this pop-up window and drop it into the order.

What It Means For You

- **Instant sales tool**

In an order-taking process where the customer is giving an order over the telephone, it's easy to miss the opportunity to introduce new or related products. As well as enhancing sales it adds to the professionalism of the sales process to be able to provide information on new products at an appropriate time.

- **Complete the sale**

There may be instances where it is important to introduce additional items to complete a sale. A support agreement, an installation kit, a toner cartridge for a new printer are all good examples. Using Linked Item Selling can help to increase sales, increase customer satisfaction and reduce unnecessary call-backs.



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