

## Upcoming Events

April 27, 2010  
5:00pm – 7:00pm

Dress for Success  
Youth Business Plan  
Awards & Career Prep  
Celebration

Lovebirds Cafe  
Pasadena, CA 91106

April 28, 2010  
11:45am – 1:30pm

Protecting Your  
Clients from Elder  
Abuse

University Club  
Pasadena, CA 91101

May 13, 2010  
10:00am – 2:00pm

Youth Financial  
Literacy Day

Junior Achievement  
Finance Park  
Los Angeles, CA 90068

May 18, 2010  
6:00pm – 9:00pm

Business Marketing  
Strategies

Eastside Business  
Assistance Center  
Los Angeles, CA 90022

[See More Events...](#)

## Cross Promotions are Value Added Service

Building closer relationships with clients involves value added opportunities. Understanding their demanding positions, your decision making clients probably have little time to seek additional resources which you may already provide.



Suzanne Patrick Lawrence, President,  
Advisor Business Solutions

Cross promotions are an integral marketing method to introduce new services and generate additional revenue. It opens the door for providing solutions to problems that occur as a result of knowing your client needs while serving them in a different manner. It also brings more value to your relationship for the long term.

Identifying the client's "pain points" will help gauge their challenges and priorities to use another service. If cost, quality or customer service is the core issue, relate the additional service as the answer to this problematic area. Help clients see the recognition to address their concerns, thus becoming a resource instead of a sales pitch.

Finding the appropriate time to introduce another service is also important. It certainly must make sense for the client to consider a new service, not just because it's a good idea. Timing is critical, so take a few necessary steps to learn about their situation before cross promoting an additional service.

Want to find out how your company can benefit from the Advisor Business Solutions team? Visit [www.advisorbusinesssolutions.com](http://www.advisorbusinesssolutions.com) for upcoming speaking engagement details or contact 562-439-4804 to set-up an appointment for a customized solutions approach.

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