

**CROSS-SELLING PROFESSIONAL SERVICES - A CASE
STUDY**

Kathryn Fickel

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Charlie wanted to jumpstart sales by devoting the next companywide sales meeting to cross-selling. Effective cross-selling is simply not possible without strong relationships and high levels of trust among attorneys in the law firm. Nurturing those relationships and upselling or cross-selling more to existing clients is the key to sales efficiency and profitability.

This information will be useful when the team decides what new behaviors are

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