

BAIR NECESSITIES

CROSS-SELLING BY THE NUMBERS

Do you know the power behind cross-selling? These stats speak for themselves.



Agencies who write 2.5 items from one of their customers get



90% 
of the household's insurance wallet.



Most Americans have 2 products per household that need coverage.

This includes 1 toy product



Passet. RV sales are on the rise!



and 1 other specialty product on average.

Think landlords

1 Easy Cross-Selling Tactic:

PUT THE HITCH IN YOUR PITCH!™

Find out what your customers are towing by asking if their vehicle has a hitch and it could open up yet another sale.

