

**Steps to Package up Your Products/Services**

Start to map out your potential package/options/bundling of products. Think about your target market, how it will add value to the business and also your clients. This will highlight different sales opportunities for you. And most businesses have ways to upsell and cross sell, so proactively find ways to do more business with the clients you have.

**1. How will it add value to the business?**

**5. Products or services to bundle or package up**

**2. How will it add value to your customers?**

**6. Name of bundle / package**

**8. Customer savings or Added value**

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**7. Pricing**

1.

2.

3.

**3. What could you upsell?**

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**4. What could you cross-sell?**

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