Effective Cross-Merchandising

1. Following is a list of secondary items you could easily cross-merchandise in departments throughout the store. For each item, list a primary product next to which you could cross-merchandise each item.

- Batteries
- Gloves
- Extension Cords
- Utility Knives
- Penetrating Oil
- Hand Cleaner

2. Following is a list of primary items you might sell. What are some other items you could cross-merchandise nearby?

- Electric Weed Trimmer
- Wall Mirror
- Interior Light
- Wood Stain
- Lengths of Pipe
- Grills

3. Why is cross-merchandising so important?