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Link selling

Creating displays that group related products together is a great way to increase transaction value. The display below shows:

- Orchids
- Appropriately sized plant pots
- Orchid flower food / spray

If someone is buying a plant, they are more likely to buy other associated products if they are at hand, they won't necessarily go looking for specialist flower food etc.

You can also use this technique to increase customer interest in a product that is underperforming; by grouping it with a related product that is selling well.

