



# CROSS-SELLING GUIDE

Cross-selling at Amplēo is about helping our clients unlock their full potential by providing the right expertise at the right time. Many businesses face challenges beyond their initial engagement—whether it’s financial strategy, marketing leadership, tax compliance, valuation insights, or business restructuring. By proactively identifying client needs and introducing them to our specialized teams, we create more value, strengthen relationships, and drive better outcomes. A simple conversation can reveal gaps that our experts can fill, making referrals seamless and ensuring that clients receive comprehensive support tailored to their growth and stability.

This guide is designed to provide a simple way to (1) identify whether your clients need additional services and (2) make those introductions. In addition to building Amplēo and supporting clients, you will be eligible for referral commissions for 12 months.



Amplēo Marketing delivers fractional CMOs and marketing teams to help companies grow with confidence and avoid costly missteps and mistakes that come from the lack of experience and data-driven decision-making.

## SYMPTOMS & QUESTIONS

### Are you . . .

- . . . struggling to really understand the return on your marketing spend?
- . . . fighting rising costs of customer acquisition?
- . . . lacking confidence in your marketing strategy and team?
- . . . questioning whether you are investing in the right marketing channels?
- . . . stressed about market and competitive pressures?

## SOLUTION

For growing companies, lack of marketing strategy and execution leads to wasted budget, random experimentation, and rising costs of customer acquisition that stunt business growth.

### We bridge that gap by offering the following:

- **Fractional CMO Services** – Executive-level marketing leadership without the full-time cost
- **Scalable Marketing Execution** – A team of specialists to drive campaigns and initiatives
- **Strategic marketing planning** – Ensuring that brand messaging, campaigns, and growth strategies align with business goals
- **Demand Generation and Customer Acquisition** – Driving measurable revenue through SEO, content marketing, paid media, and sales enablement
- **Scalable Marketing Operations** – Implementing automation, technology, and data-driven processes for growth
- **Brand Development and Storytelling** – Crafting compelling, cohesive branding to stand out in competitive markets

## INCENTIVE

- \$200 for referring a **qualified** lead
- Up to 5% of billed revenue for 12 months when the deal is closed
- Amplifier Club trip for top goal makers, sales leaders, and cross-sellers

## NEXT STEPS

- Step 1:** Email referral introductions to [AmpleoMarketing@ampleo.com](mailto:AmpleoMarketing@ampleo.com) and CC [bd@ampleo.com](mailto:bd@ampleo.com).
- Step 2:** The Amplēo partner adds the lead to HubSpot.