



March 2009 Leadership Tip of the Month  
**Cross-Selling and Compensation**

---

**Things To Do**

- Senior leadership must be in agreement on how cross-selling is compensated.
  - Communicate this policy clearly and frequently, especially to new laterals and new partners. If your associates are not directly compensated for cross-selling, they need to understand what's in it for them.
  - Show examples where desired cross-selling behavior has been rewarded.
  - When cross-selling behaviors are demonstrated during the year, provide recognition and communicate these activities to the firm.
- 

**Previous 2009 Leadership Tips of the Month**

**January** – [Economic stimulus tools](#)

**February** – [Prevention](#)