

Is your cross-sell reaching the right members?

A checklist for credit unions looking to grow beyond one product



Indirect auto members are an easy way to drive the member numbers. But they are not loyal to you. They may not even know your name.

This checklist can help you figure out what's working, what's missing, and how to focus on growing loyalty.

Without loyalty, they have no reason to stay.

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STEP 1 · AUDIENCE

Do you know who has just one product?

Can your team:

☐ Pull a list of members who hold only one product?

☐ Identify which members came in through a dealer?

☐ See how long each member has had just that one product?



If you left a box empty:

Start with the list. You need to know who your single-product members are before you can figure out what they might need next.

While you're at it, flag dealer members. They may need a different introduction to your credit union than someone who joined through a branch.

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STEP 2 · READINESS

Can you tell who's ready for another product?

Can you:

☐ Rank single-product members by how likely they are to open a specific product?

☐ Understand more about members than just the accounts they hold, including life stage, household or income?

☐ Spot timely signals, like a loan nearing payoff or a certificate coming up for renewal?



If you left a box empty:

You aren't alone. This is where many credit unions hit a wall.

Combining account data with household and life-stage information can help you prioritize who to reach first.

In the meantime, start with one signal you already have. A certificate renewal, for example, is a good opportunity to show a member what else you can offer beyond a better rate.

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STEP 3 · THE OFFER

Are you offering the right product to each member?

Do your offers:

☐ Reflect the products a member already has?

☐ Build on the paths your two-product members actually took?

☐ Change based on the individual member, rather than showing everyone the same promotion?



If you left a box empty:

Look at members who already have two products. What did they open second?

Use those patterns to shape your offers. An auto loan holder might be a good candidate for checking, while a savings-only member might be more interested in a certificate.

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STEP 4 · TIMING & CHANNEL

Are you reaching members at the right time and place?

Do you:

☐ Reach dealer members before their loans are paid off?

☐ Show relevant offers in the app or online banking?

☐ Limit each member to one offer at a time?



If you left a box empty:

Start with loans expected to pay off in the next six months. Reach those members while you still have a reason to connect.

Then put your best offer where members will see it, like when they log in. And be sure to keep in mind buyer behaviors. Older members are much more likely to respond to direct mail while younger members respond best to digital messaging. Keep your message focused on one next step to make it an easy ask

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STEP 5 · MEASUREMENT

Do you know what's working?

Can you:

☐ Track the number of new accounts opened?

☐ Compare results with a group that didn't receive the offer?

☐ Evaluate results within 60 days?



If you left a box empty:

Measure new accounts, not just clicks. Set aside a small comparison group that doesn't see the offer so you can understand whether it made a difference.

Decide when you'll review the results before you launch. A 60-day check-in gives you an early read on performance.

YOUR TOTAL

How did you score?

Your total fills in as you check boxes in Acrobat or Chrome. Using Mac Preview? Count your checks.

YOUR SCORE

0

out of 15

13-15

CHECKED

You have a solid foundation

You're doing many of the right things. Look at the boxes you left empty and focus on the gap affecting the most members.

8-12

CHECKED

There's room to get more targeted

You may be reaching members without knowing who's most likely to respond. Start with section 2. Rank one group of members, test one offer and compare results over 60 days.

<8

CHECKED

Start with what you know

You don't need to fix everything at once. Start by identifying your single-product members, then choose one relevant offer to test. The infographic that goes with this checklist shows how P1FCU put this approach into practice.

Want help deciding what to tackle first?

Bring your score to a 30-minute conversation with our team. We'll help you identify which gaps matter most and talk through ways to address them.

Grow your loyal members →

Ready to fill in your empty boxes? See our [five-step guide to turning single-product members into relationships](#).

