

# IMPACT OF CROSS-SELLING SUPPORT ON CROSS-SELLING PERFORMANCE IN SRI LANKAN BANKING INDUSTRY (WITH SPECIAL REFERENCE TO JUNIOR EXECUTIVES AT ABC BANK PLC)

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Cross-selling is one of the most valuable methods of every organization that can pave the way to gain market share and profitability. Cross-selling support includes independent variables of cross-selling training and cross-selling incentives. Banking industry is differ with other service industries because of its discipline. Employees in an ABC Bank PLC have key roles to create trust and assurance when they act with several roles and their performance is evaluated based on quality of their action and achievement of their targets. So cross-selling performance consider as a determining employee training and incentives in Sri Lankan Banking Industry. Purpose of this research is to examine the impact of cross-selling support on cross-selling performance. Statistical sample of the research consisted of 80 Junior Executives working at ABC Bank PLC. In order to collect the data related to all variables of research, the standard questionnaire (Zboja, 2014) was used and SPSS (V23) software used to analyze the data. The results obtained from this study show that cross-selling training and cross-selling incentives have positive and significant impact on cross-selling performance. Therefore cross-selling support has a positive and significant impact on cross-selling performance of the Junior Executives at Sri Lankan Banking Industry.

**Keywords:** *Cross- selling Incentives; Cross-selling performance; Cross-selling support; Cross-selling training; Sri Lankan banking industry*

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