



heart internet
Reseller webinars

**Increasing profits cross-selling
& up-selling to your customers**

www.heartinternet.co.uk

Overview

1. Defining “cross-selling” & “up-selling”
2. Characteristics of successful cross-selling & up-selling
3. The purchase cycle
 - a) Pre-purchase
 - b) During purchase
 - c) Post-purchase
4. Specific hosting product opportunities
5. Q&A

1. Defining cross-selling & up-selling

Cross-selling

“Selling an additional product or service to an existing customer.”

Source: Oxford English Dictionary

Up-selling

“...a sales technique whereby the customer is prompted to purchase more expensive items [or] upgrades... in an attempt to make a more profitable sale.”

Source: wikipedia.org

2. Characteristics of successful cross-selling & up-selling

- ✓ Targeted
- ✓ Timed
- ✓ Measurable
- ✓ Show restraint!



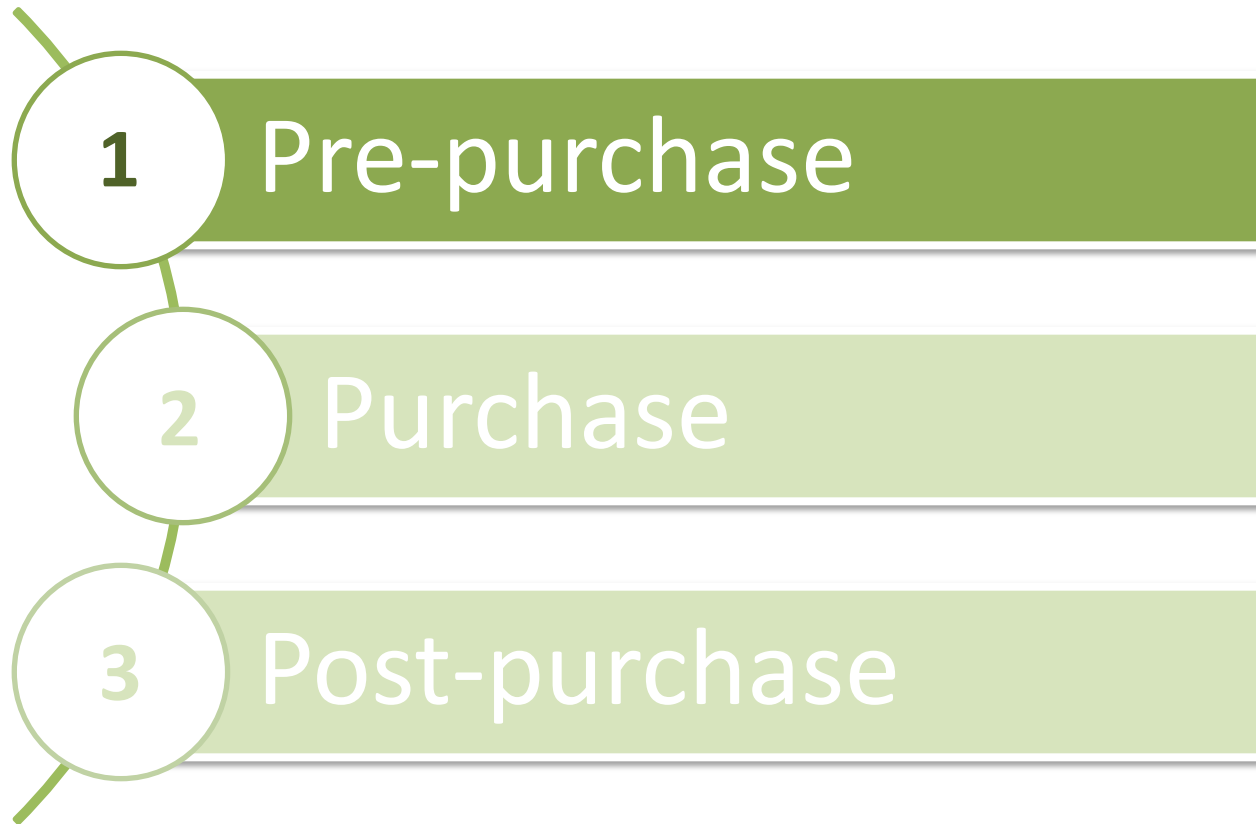
sitepoint®

amazon.com®



3. Purchase cycle







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Pre-purchase

Up-selling: Super size me!

Motivational reasons for people to upgrade...

- **Technical** “Want more web space? Click here”
- **Financial** Free set up, free domain name, monthly billing, pay for year up front & get 2 months free...
- **Social** “Advanced hosting package built for web designers”
- **Timed** “25% off advanced hosting - only 2 days left”
- **Psychological** i.e. “Am I doing the right thing?” – Green hosting

Pre-purchase

Cross-selling: Do you want fries with that?

- **Related products** e.g. “Click here to add domain privacy”

Recommended for You



AppleCare Protection Plan for Apple TV - Auto-enroll
Get up to two years of expert telephone support and hardware coverage for your Apple TV with the AppleCare Protection Plan.
£25.00
[Add to Basket](#)



Belkin HDMI to HDMI Cable - 6ft
Experience high-definition digital video and multichannel audio using one cable from your Apple TV, Blu-Ray or DVD player, HD cable/satellite box and games console to your HDTV or AV Receiver.
£17.95
[Add to Basket](#)

- **Create bundles** e.g. “Buy advanced hosting & Hosted Exchange Only £XX.XX”

Frequently Bought Together

Customers buy this item with [Microsoft Office 2010 Home and Student, 3 Users \(PC DVD\)](#) by Microsoft Windows Vista / 7 / XP **£85.65**



+



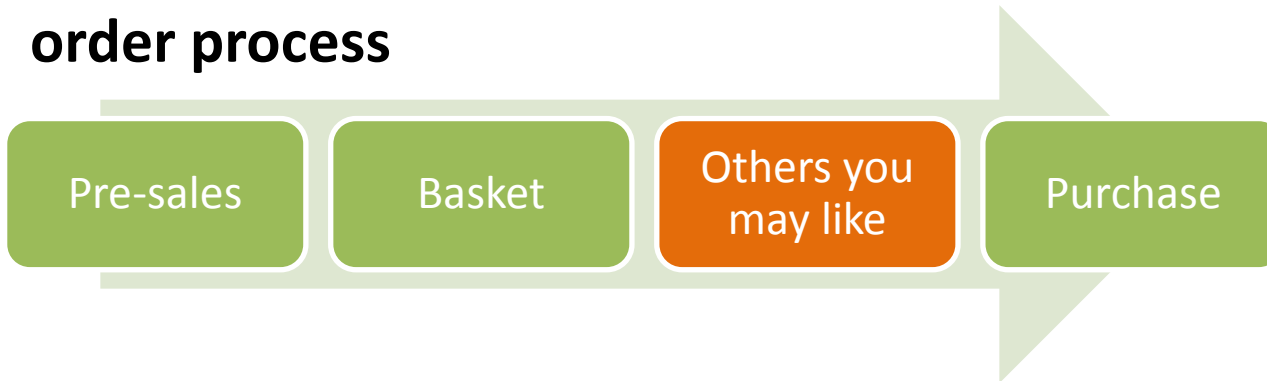
Price For Both: £114.62

[Add both to Basket](#)

[Show availability and delivery details](#)

During purchase

Cross-sell relevant items in the order process



your order

Congratulations - you have already saved \$20.00 on your order!

Quantity	Product	Price	Total
1	x The Principles of Beautiful Web Design, 2nd Edition	39.95 \$	39.95
1	x EPack: The Principles of Beautiful Web Design, 2nd Edition	29.95 \$	9.95
	Super Fast Shipping (via UPS) to United States of America	4.95 \$	4.95
Refresh		Grand Total (US\$):	74.85 \$ 54.85

Special Offer: Buy 2 or more printed books and get FREE shipping on your order!

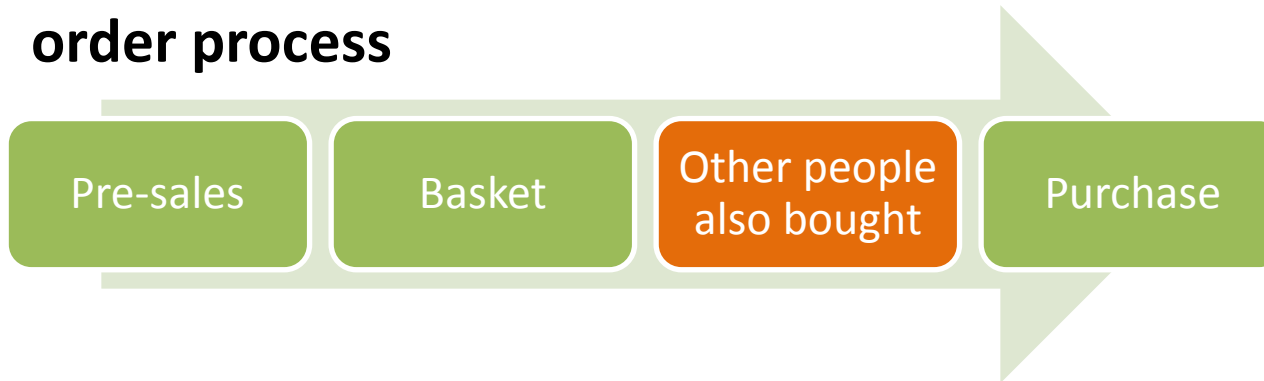
SitePoint Recommendations

Add Item	Sexy Web Design	\$39.95
Add Item	Fancy Form Design	\$29.95
Add Item	Build Your Own Wicked WordPress Themes	\$39.95
Add Item	Photography for the Web	\$34.95



During purchase

Cross-sell relevant items in the order process



Frequently Bought Together with Apple 1TB Time Capsule Dual-Band

	
MacBook Pro 13inch 2.4GHz by Apple Price: £899.00 £865.48 ★★★★★ (98) Used & new from £865.48	Office 2008 for Mac, Home and Student Edition (3 User Edition) (Mac) by Microsoft Price: £120.19 ★★★★★ (155) Used & new from £39.99
Add to Basket	Add to Basket

amazon.com®

During purchase

Cross-sell relevant items in the order process



1
Special offer

Save 25% off double mattress with double bedframe

 +

Choose from 45 products

 = from £218.98

[Full offer details >](#)



Post-purchase

Purchase receipt/ order confirmation

“You should also consider...”

E.g. Dedicated server >>

- Server Back-ups
- cPanel
- SSL Certificates
- Hosted Exchange

CROWNE PLAZA
HOTELS & RESORTS

Thank you for choosing Crowne Plaza Hotel. Here is your reservation information.

Reservation Questions: 0871 423 4878

Calls to 0871 numbers, when dialled from the UK, cost 10p per minute. Standard network rates apply. Call from mobiles will be higher.

Reservation Resources

[Modify/Cancel Reservation](#)
[View All Reservations](#)
[Make Another Reservation](#)
[View Account](#)

Other Travel Resources

Hertz

Save up to 20% & Earn Double Points!

[Learn More >](#)

Reservation Information

Your confirmation number is **0000000000**
Please use your confirmation number to reference your reservation.

Guest Name: **XXXXXXXXXX**

Additional Guests:
No additional guests.

Check-In: **00/00/0000**
Check-Out: **00/00/0000** [View/Modify/Cancel Reservation](#)

Hotel Information

XXXXXXXXXX
10 NEW BRIDGE STREET
XXXXXXXXXX
XXXXXXXXXX

[Helpful Links](#)
[Local Maps](#)
[Find Attractions](#)
[Make Another Reservation](#)

Driving Directions:
BY CAR: HEAD SOUTH TOWARD RIVER THAMES. TRAVEL ALONG THE VICTORIA EMBANKMENT. SIGNS TO ST PAUL'S CATHEDRAL & BLACKFRIARS RD. UNILEVER HOUSE ON CORNER OF NEW BRIDGE STREET. HOTEL IS ON LEFT. TURN DOWN KINGS COTE STREET FOR MAIN ENTRANCE.

Room/Rate Information

Rate Type: Advance Purchase
Rate Description: Special savings. Advance purchase is required and Reservations require full prepayment for the entire stay at time of booking. This special rate is nonrefundable and prepayment is charged to your credit card between time of booking and day of arrival.
The credit card **MUST** be presented upon check-in at the hotel.

Deposit Required: A deposit for the entire stay is due at time of booking.

Daily Valet Parking Fee: £10.00 (GBP)

Pet Policy: Sorry, no pets allowed.
Assistance Dogs Welcome.

Featured Offer

2 free nights
[learn more](#)

Stay with us. Pay with us. Earn 3 Points for every \$1 spent with us.

Today's Priority: Free Nights Faster.

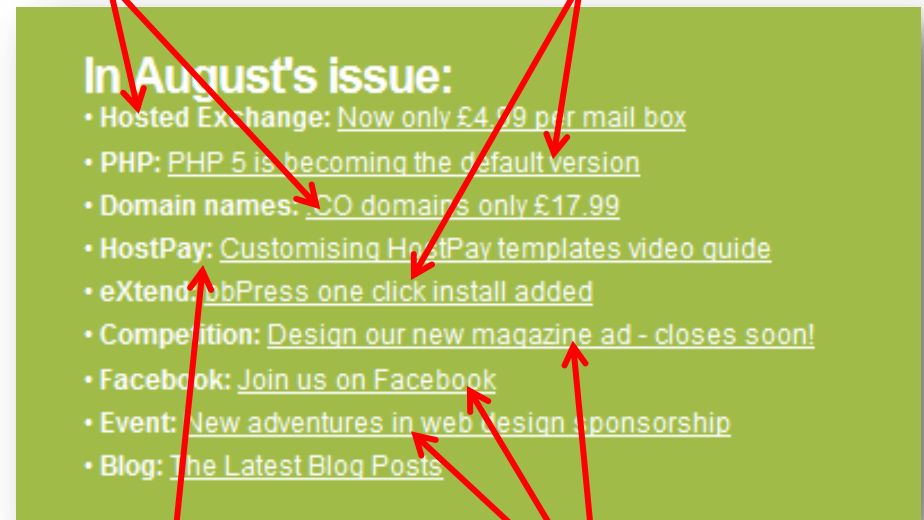
Post-purchase

Customer newsletter

- Avoid 100% sales focused newsletters
- Talk about the benefits not just the features
- Be clear on the actions you would like them to perform, and also how they should be completed

Sales story

Product news



Customer
announcement

Branding

Post-purchase

Marketing emails > Up-sell Exclusive offers for upgrades

- Discount
- Free product
- BOGOF

Tip: Use voucher codes to
reduce development work



Post-purchase

Marketing emails > Cross-sell Promote complimentary products

Domain names

+ More domains, email & premium mail boxes etc.

Web hosting

+ Domain names, email, SSL certificates etc.

Dedicated server

+ Back-ups, cPanel, Hosted Exchange, MS-SQL, SSL certificates etc.



[Buy an iPod classic](#)
Get up to £15 off accessories

[Buy an iPod Shuffle or other iPod](#)
Get £12 Off a GEAR4 Speaker Dock

[Buy an MP3 Player](#)
Get £3 to spend on MP3 downloads

UPGRADE
TO A
DEDICATED SERVER

+  **cPanel**

FROM ONLY
£99.99
PER MONTH

EXCLUSIVE
NO CONTRACTS
FOR RESELLERS

Post-purchase

Renewal notices

Up-sell

- This is a perfect opportunity to up-sell the customer to a higher spec product

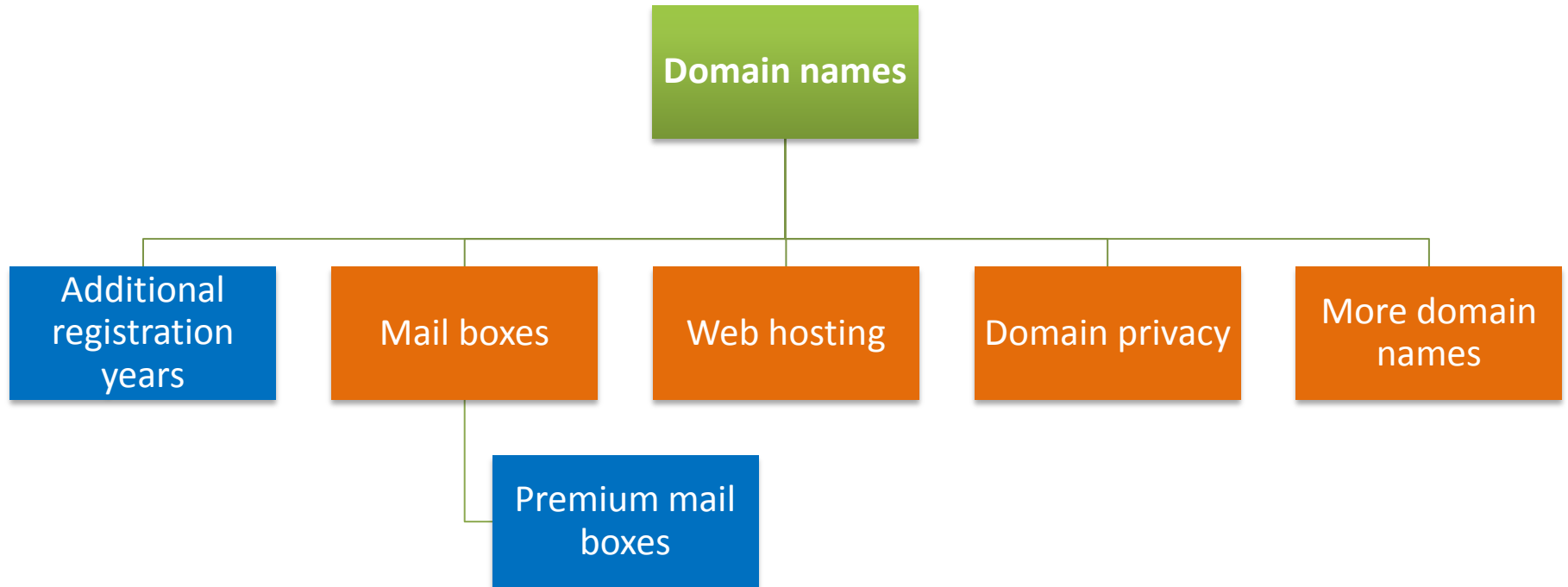
“Your mid-tier hosting package is due for renewal in 7 days. Increase your website’s performance and upgrade to advanced hosting”

Cross-sell

- List related products they may be interested in buying at the same time

“Your mid-tier hosting package is due for renewal in 7 days. Protect your brand and register your .net & .org domain names at the same time ”

4. Specific product opportunities



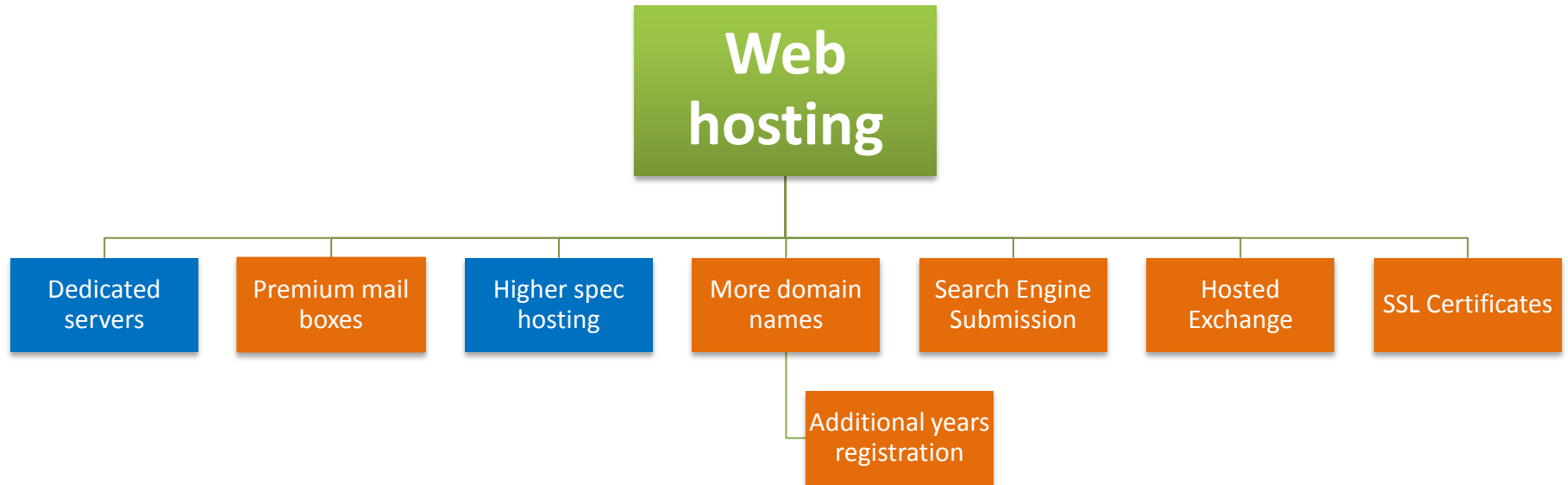
Cross-sell



Up-sell



4. Specific product opportunities



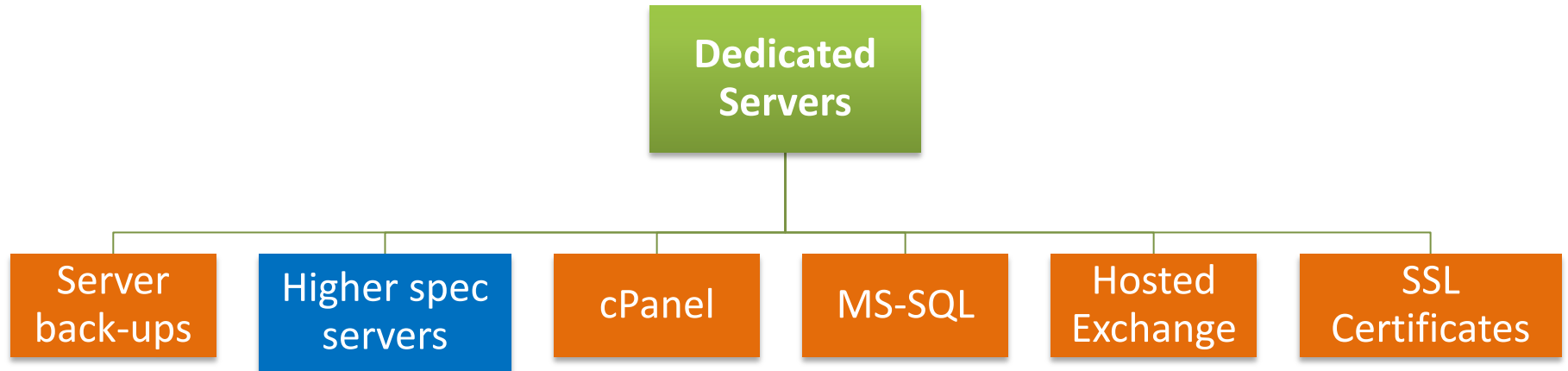
Cross-sell



Up-sell



4. Specific product opportunities



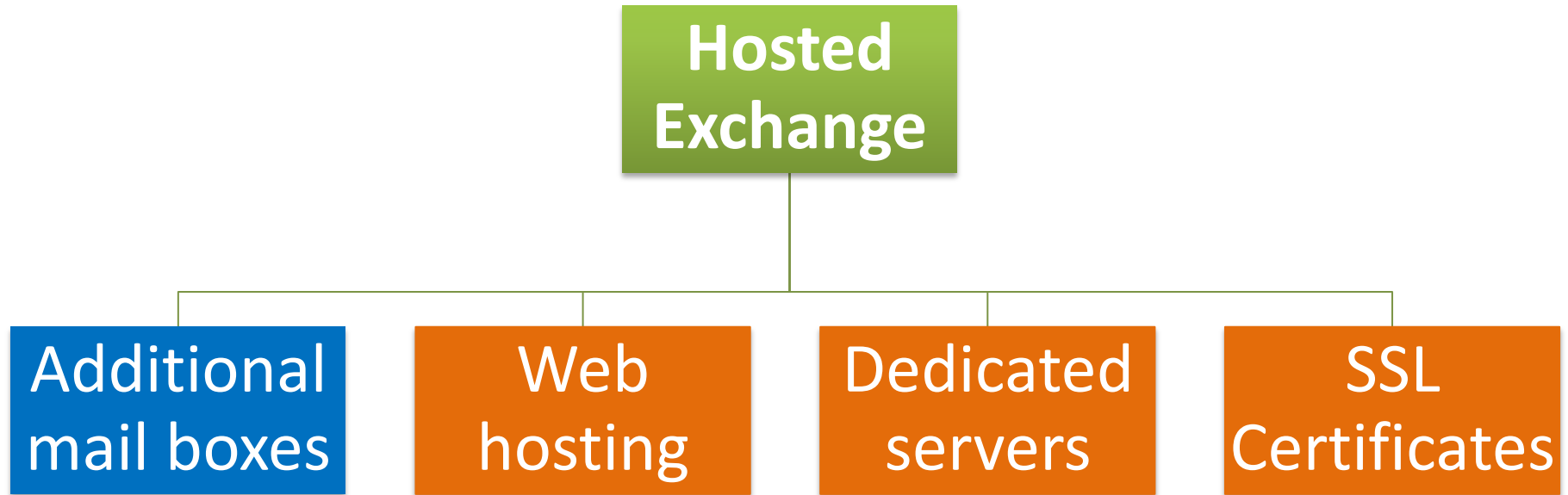
Cross-sell



Up-sell



4. Specific product opportunities



Cross-sell



Up-sell



Questions & answers