

We've all been cross- or up-sold to before. We reach for the magazines or sweets at the supermarket checkout counter. We purchase games the sales person suggests for our new game console. We gleefully pour over the options list for our new car.

Cross-selling is selling an additional product to existing customers, usually related to what they've already bought. Up-selling is selling a better (but usually more expensive) product to customers, after they've decided on a cheaper product.

Cross- and up-selling isn't difficult as you're selling to people who want to buy - probably the easiest job in the world next to selling petrol! The key however is to do it well. Here are a few tips on how to cross- and up-sell online more effectively.

1. Suggest the correct product

Customers are more open to cross-selling if the products that you're suggesting are **products they actually need**. Suggesting a DVD player after they've bought a digital camera isn't helpful. But, a memory card or a camera bag would be. Similarly, offering travel insurance or car rental after users have booked a flight is also helpful.

We're also seeing more and more sites recommending matching products (e.g. a matching hat when a customer purchases a shirt or a matching camera case for a pink camera). Users generally appreciate this thoughtful gesture.

2. Pick the right time

Customers tend to be very task-focused when they're trying to get something done, so recommending a product whilst they're doing this is usually ineffective. What you can do is recommend something to them **once they've completed their shop**, or after they've put something into their shopping basket.

For example, don't try to sell your users a memory card when they're browsing your website for a digital camera. Do it after they've put the camera into their shopping basket. You can also recommend a tripod, camera bag or maybe even a camera bundle. They'll be far more likely to add some or all of these items then.

[Apple Store](#), for example, recommends a whole list of products after users add them to their basket.

3. Show that you care

Customers tend to be very sale- or **bargain-focused**. Highlighting special offers will increase conversion rates and improve basket size. For example, if users put a regular chicken into their shopping basket, you can suggest an organic chicken on special that might cost a little more than the regular chicken, but one they might not normally consider at full price.

Some things you can consider are:

- Place items on special at the top of any product listing
- Highlight bulk buy offers (e.g. buy 10 of these and save £10)
- Recommend bundles to customers

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Thanks for your interest in the "5 Ways to Improve online Cross- & Up-Selling" article by Trenton Moss. To purchase the full article [click here](#)