

Selling



When Cross Selling Works

- ☐ When cross-sells are half the price or less of the original product
- ☐ small purchases and small cross-sells, e.g. monitor tissues plus monitor cleansing liquid
- ☐ Natural bundling, e.g. a camera plus a camera case

When Cross Selling Fails

- ☐ When cross-sells are more than half the price of the original product
- ☐ When cross-selling chain is reversed: people won't buy a camera as an addition to a camera case

When Upselling Works

- ☐ Relatively small difference in price or from the same price/class range
- ☐ Products with the same features and brand
- ☐ Full/close substitutes

When Upselling Fails

- ☐ When main features/parameters don't match
- ☐ Some brands' policies don't allow showing other brands as related products

☐ Full substitutes in cart may lead to loops and confusion

☐ Small percentage of considered purchases

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