

CROSS SELL

UP-SELL MORE PRODUCTS TO YOUR CUSTOMERS

Increase your sales with Cross Sell. This add-on software, for Retail Pro 8 series, allows you to set up “Master Items” and “Suggested Items”. When the Master Item is added to a receipt or sales order, the Suggested Items will be displayed, this will make up-selling and recommending items easier for your associate. For example, if a candle holder was scanned in during the check out process, the monitor would get a pop-up showing some candles to recommend. If someone was to purchase a pair of pants, maybe you would suggest a particular belt. If the customer decides to purchase the suggested items, the items can easily be added to the receipt or sales order in the same transaction.

You may think that this add-on isn't real convenient since the Suggested Items aren't displayed until your customer is checking out. But, the benefits of selling more items during slower times helps increase your bottom line in a direct way. You can put your customers transaction on hold, and continue ringing up other clients while another associate gets the item for the customer. Cross Sell will help train your associates to think about the up-sell before customers make it to the check out counter.

The image shows two screenshots of the Cross Sell software interface. The left window, titled "Cross Sell Setup", has two sections. The "Master Items" section contains a table with columns: Item #, DCS, VC, Desc1, Desc2, Size, and Attr. It lists three items: 1 (PWA, JUC, Zip Up), 282 (SWA, NIK, Polar Fleece), 283 (SWA, NIK, Polar Fleece), and 284 (SWA, NIK, Polar Fleece). The "Suggested Items" section contains a table with the same columns, listing one item: 312 (P, NIK, Polar Fleece Pan). The right window, titled "Suggested Items", has a section "Select Suggested Items:" with a table containing one item: 312 (P, NIK, Polar Fleece Pan). Below the table are navigation buttons: up arrow, down arrow, Select, Unselect, Cancel, and OK.

INCREASE SALES WITH CROSS SELL!!

- View Suggested Items after the Master Item has been entered into a receipt or sales order
- Add or subtract the Suggested Items from the receipt or sales order
- Reminder to associates to up-sell by suggesting related items
- Promotes interaction with your customers
- Move more inventory

