

# UPSELL

MODULE WALKTHROUGH

FEBRUARY 2012

# UPSELL

Works as a great implementation tool for a marketing strategy – pushing/making product recommendations for the customer to purchase.

In Headquarter System, go to Daily Operation > Manage Upsell > New

Upsell Detail

CREATED: KLEB@ASHEES.COM 02/03/2012

Upsell ID: 12020300002

Name: \*   Active

Memo:

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Limited Period Only:   -

Limited Days Only:   Sun  Mon  Tue  Wed  Thu  Fri  Sat

Limited to Branches:

Boutique

Limited to Price Level:

Regular, VIP

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Enter Upsell Name (e.g. promo same, sale name)

Limited Period Only → set inclusive days for upselling

Limited Days Only → set inclusive days of the week (in this case, set on Weekends)

Limited to Branches → select participating branches in Branch List

Limited to Prive Level → select who can participate in the promo

## To set products included in upselling - Boutique

Click on Product List > Add

Click Save when done.

**Upsell Product Detail**

Product ID: \*  F12 Blackberry 9300

Refer:  F12 Blackberry 9300 Case

Message:

Product ID → the item that the customer should buy

Refer → the item that the cashier will offer to the customer as an upsell

Message → script/guide of what the cashier should say when making the offer

## To set products included in upselling - F&B

Click on Product List > Add

Click Save when done.

**Upsell Product Detail**

Product ID: \* RSPG F12 Regular Spaghetti

Refer: CSN F12 Chocolate Sundae

Message: How about some Chocolate Sundae?

Save Cancel Remove

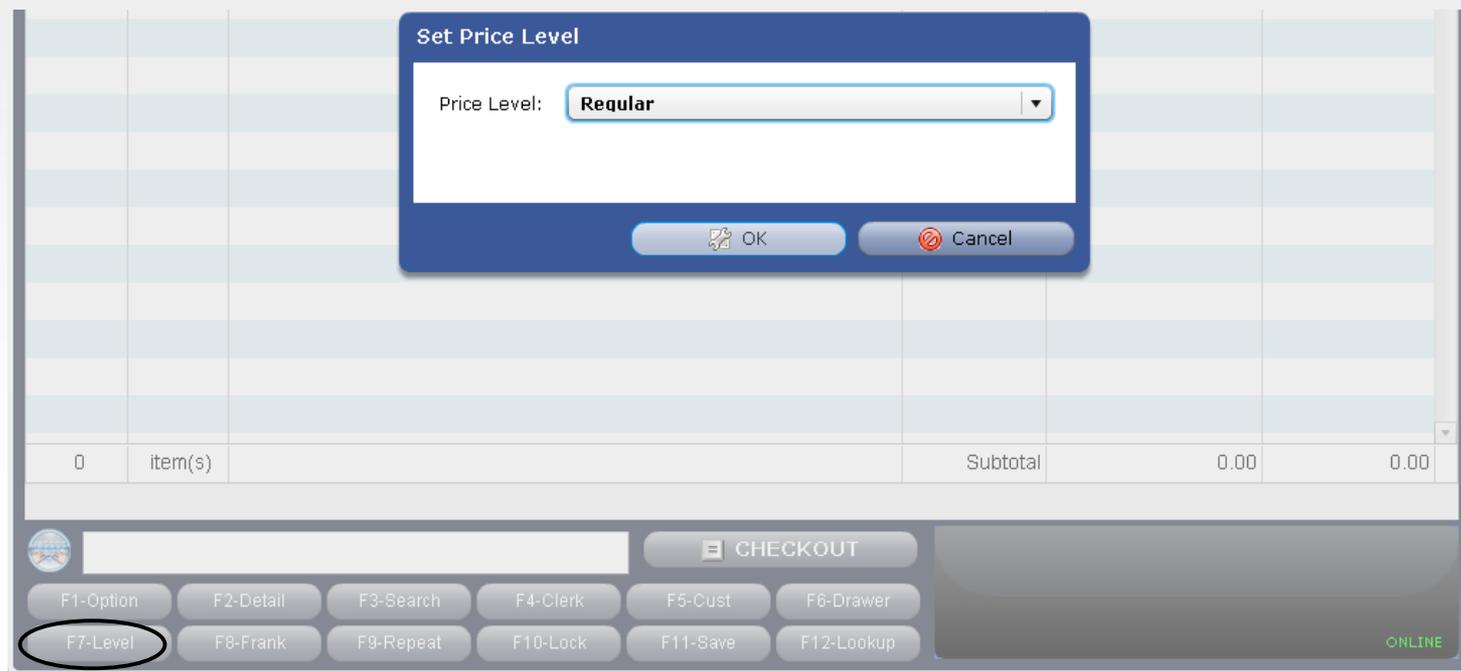
Product ID → the item that the customer should buy

Refer → the item that the cashier will offer to the customer as an upsell

Message → script/guide of what the cashier should say when making the offer

## On Boutique POS screen,

If you have set a Price Level in upsell setup, make sure to reflect the level assigned to the customer before making the product search or entering the product name. In this case, upsell is limited to Regular and VIP price levels only.



Click OK when done and proceed to Product Search.

Once a customer intends to purchase an item that is set for an upsell, the upsell screen will immediately prompt

Please select product from the list

Product ID	Name	Generic	Alternate	List Price
BBRG	Beef Burger			40.00
BB1	Blackberry 9300	BB9300	BB9300	12,000.00
BB2	Blackberry 9300	BB9300	BB9300	12,000.00
BB3	Blackberry 9300	BB9300	BB9300	12,000.00
BB4	Blackberry 9300			
BB5	Blackberry 9300			
BB6	Blackberry 9300			
BB9300	Blackberry 9300			

**Recommendations**

How about a Blackberry 9300 Case? It is offered at promo price.	780.00
<input type="button" value="Add To List"/>	

Since the BB2 is one of the products in Upsell setup (Manage Upsell), a recommendations screen prompts with the Refer product and corresponding price. Click Add to List if the customer wants to purchase the Refer product.

On F&B POS screen,

Once a customer orders an item that is set for an upsell, the upsell screen will immediately prompt

The screenshot shows the 'Browse Products' interface. On the left, there is a 'Today's Menu' sidebar with categories: Coffee Drinks, Softdrinks, Value Meals, and Short Orders. The main area displays a grid of product buttons: Bacon Spaghetti, Calamares, Cheezy Fries, Chicken Burger, Mozzarella Sticks, Onion Rings, Regular, Sour Cream Fries, and Veggie Burger. A 'Quantity' field is set to 1, with '+' and '-' buttons. A small table shows the selected item:

Qty	Product
1	Bacon Spaghetti

A 'Recommendations' popup is overlaid on the right. It has a blue header with the text 'How about some Brownies?' and a price of '18.00'. Below the header is an 'Add To List' button. At the bottom right of the popup is a 'Cancel' button. A black arrow points from the 'Bacon Spaghetti' item in the product list to the recommendation popup.

Since Bacon Spaghetti is one of the products in Upsell setup, a recommendations screen prompts with the Refer product and corresponding price. Click Add to List if the customer wants to purchase the Refer product. This will automatically reflect on the order screen.