Cross selling & Upselling

**Upselling** is a strategy to sell a superior, more expensive version of a product that the customer already owns (or is buying). A superior version is:

* a higher, better model of the product or
* same product with value-add features that raises the perceived value of the offering

**Cross-selling** is a strategy to sell related products to the one a customer already owns (or is buying). Such products generally belong to different product categories, but will be complementary in nature. Like the hay-stack for the cow, or batteries for a wall-clock.

Steps to implement Cross selling

.In sapbasketinitialdata/ resources/ sapbasketinitialdata/ import/ sampledata/productCatalogs/sapbasketProductCatalog/products-relations.impex, add the product references

INSERT\_UPDATE ProductReference;source(code,$catalogVersion)[unique=true];target(code,$catalogVersion)[unique=true];referenceType(code);active[default=true];preselected[default=false]

;Groundnut;Mustard;CROSSELLING

Now mustard will appear as a recommendation in the pdp page of groundnut. Similarly you can add other products.

In cms-content.impex in sapbasketinitialdata/ resources/ sapbasketinitialdata/ import/ sampledata/ contentCatalogs/ sapbasketContentCatalog add this product references to the product reference component and the crossselling content slot

#product reference component for product recommendations

INSERT\_UPDATE CMSParagraphComponent;$contentCV[unique=true];uid[unique=true];name;&componentRef;;;;content;

;;CrossSellingheader;CrossSelling Heading information;CrossSellingheader;;;;<br><center><h2>You may also like</h2></center><hr/>;

INSERT\_UPDATE ProductReferencesComponent;$contentCV[unique=true];uid[unique=true];name;productReferenceTypes(code);maximumNumberProducts;&componentRef;;

;;CrossSelling;CrossSelling;CROSSELLING;5;CrossSelling;;

# ContentSlot

INSERT\_UPDATE ContentSlot;$contentCV[unique=true];uid[unique=true];cmsComponents(uid,$contentCV)

;;CrossSellingSlot;CrossSellingheader,CrossSelling

And finally add the entry for cms-content.impex and products-relations.impex in IntitialSystemSetUp.java in order to be identified during init and update.

In this case, we are providing the product recommendations in products-relations.impex. In some cases, the products to be recommended comes from hybris marketing system.

The product reference type has a productreferencetypeenum out of which crossselling is one entry. We can further customize this enum as per requirements