**Complementary Technical Issue (Upselling Process)**

Mark, a college student, is facing a major deadline for his final term paper. He's scrambling to find some extra study material and stumbles upon a website offering a free download of a highly rated study guide. Eager to get any edge he can, Mark quickly downloads the file.

However, unbeknownst to him, the harmless study guide contained hidden malware. Shortly after downloading the file, Mark notices his laptop behaving strangely:

* **Slow performance:** His laptop is running much slower than usual, taking a long time to start up and open applications.
* **Pop-up ads:** Annoying pop-up ads are appearing constantly, even when he's not browsing the internet.
* **Unusual browser behavior:** His homepage has changed without his consent, and he's being redirected to strange websites.
* **Suspicious emails:** His friends are receiving strange emails from his account that he didn't send.

**Troubleshooting Steps:**

1. **Confirm the Issue:**
   * **Run a scan:** Use a reputable online scanner (like the ESET Online Scanner or Kaspersky Virus Removal Tool) to check for malware. This will likely detect the infection.
   * **Identify symptoms:** Discuss the specific problems Mark is experiencing to confirm the presence of malware.
2. **Explain the Risks:**
   * **Data loss:** Explain that malware can corrupt or delete important files.
   * **Privacy breach:** Highlight the risk of personal information (passwords, banking details) being stolen.
   * **System damage:** Explain that malware can cause system instability and even lead to crashes.
3. **Recommend an Antivirus Solution:**
   * **Real-time protection:** Emphasize the importance of having real-time protection to prevent future infections.
   * **Comprehensive features:** Highlight features like web protection, email scanning, and firewall protection.
   * **Ease of use:** Recommend a user-friendly antivirus suitable for beginners.
   * **Reputation and reliability:** Suggest a well-known and trusted antivirus brand.
4. **Offer Assistance with Installation and Setup:**
   * **Guidance:** Offer to guide Mark through the installation process.
   * **Configuration:** Help him configure the antivirus settings for optimal protection.
   * **Scan and removal:** Assist with running a full system scan and removing any detected malware.
5. **Provide Ongoing Support:**
   * **Updates:** Explain the importance of keeping the antivirus software updated.
   * **Safe browsing habits:** Offer tips on safe browsing habits to avoid future infections.
   * **Future assistance:** Assure Mark that he can contact you for any future antivirus-related questions or issues.

**Selling Points:**

* **Peace of mind:** Emphasize that an antivirus provides peace of mind and protects against online threats.
* **Data protection:** Highlight the importance of safeguarding personal and financial information.
* **Proactive defense:** Explain that prevention is better than cure and that an antivirus helps avoid costly and time-consuming malware removal.
* **Value for money:** Position the antivirus as a worthwhile investment in online security.

By addressing Mark's immediate concerns and educating him about the importance of antivirus software, you can effectively demonstrate the value of your product and make a successful sale.