Use **Cross-Sell Events** to cross-promote specific events during the online purchase process. For example: Your organization is producing a musical. When creating this event, define other, similar events to promote. Your online patrons see these events underneath a headline that reads "We think you'll like."

Below, you'll find instructions for programming your Cross-Sell Events. You'll also see what your patron sees in TicketLine and how this affects your Vendini reporting.

- [Programming Cross-Sell Events](#)
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Programming Cross-Sell Events

Program Cross-Sell Events on the **Presentation** step (Step 5) in the Event Wizard. Scroll down to the **Cross-Sell Events** section and click **Add Events**.

Cross-Sell Events   ADD EVENTS

 Use Cross-Sell to promote events your patrons will enjoy based on the event they're buying.

This opens a modal window with all of your current and future events. Check the box to the left of each event that you want to promote, then click **Add** to close the window. The events appear on TicketLine in the order that they're selected.

After clicking **Add**, you'll return to the Presentation step and a list of your selected events.

Cross-Sell Events   ADD EVENTS

Use Cross-Sell to promote events your patrons will enjoy based on the event they're buying.

Description	During Checkout	After Checkout	
The Crucible Vendini Mainstage (Tue Feb 11, 2020 - Thu Feb 20, 2020)	☑	☐	REMOVE
The Glass Menagerie Theatre in the Round (Tue Feb 11, 2020 - Thu Feb 20, 2020)	☐	☑	REMOVE
Death of a Salesman Vendini Mainstage (Tue Mar 17, 2020 - Thu Mar 26, 2020)	☐	☑	REMOVE
Dietrich Fischer-Dieskau in Recital Vendini Concert Hall (Tue Mar 17, 2020 @7:01PM)	☑	☐	REMOVE

- Check the **During Checkout** check box to promote the event during the purchase of the primary event (before the patron buys any tickets).
- Check the **After Checkout** check box to promote the event after the purchase of the primary event (after the patron clicks **Purchase**).

- You may check both sales channels. (The Cross-Sell display doesn't include any event in a patron's shopping cart.)
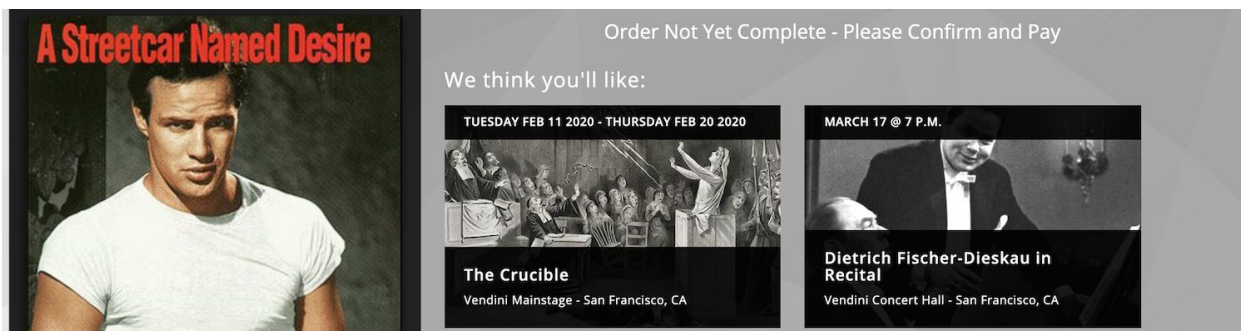
Click **Update** to save your changes (or click **Next** if you're creating a new event).

What your patrons see

Promoted events appear near the top of the TicketLine window, above any order summary or information.

During Checkout

This is what your patrons see on TicketLine:

After Checkout

This is what your patrons see on TicketLine:

When a patron clicks on a promoted event, they'll go to the TicketLine window for that event.
- If the event is a **During Checkout** event, then any tickets added from the promoted event are added to the patron's shopping cart, along with tickets for the original event.
- If the event is an **After Checkout** event, then the patron must re-enter payment information, as if it were a new sale.

Reporting

Gross receipts and net receipts reports include information on whether an order includes a promoted event. To view this information, check the **Cross-Sell** check box (above **General Ledger Number**) when selecting additional columns on your report.

Columns

- ☐ Coupons
- ☑ Cross-Sell
- ☐ General Ledger Number

An event sold through Cross-Sell Events is marked with a Y:

Dietrich Fischer-Dieskau in Recital - Mar 9, 2019 @ 7:00PM

OrderID	Date	Time	Agent	Cross-Sell	Package
43432499	May 14, 2018	10:43AM	Website	Y	—

SUBTOTAL

An event not sold through Cross-Sell Events is marked with a dash:

New Works Festival - Feb 12, 2019 @ 7:00PM

OrderID	Date	Time	Agent	Cross-Sell
43432499	May 14, 2018	10:43AM	Website	—

SUBTOTAL

If you export your report as an HTML Webpage or HTML Printable, you'll see a Cross-Sell total in the lower right-hand corner of the report, between **Undiscounted Comp** and **Refunds**. This amount is sales minus refunds and/or returns.

Converted Invoices:	$0.00	Visa:	$0.00	Credit:	$290.00
Unconverted Invoices:	$0.00	MasterCard:	$290.00	Cash:	$0.00
Undiscounted Comp:	$0.00	American Express:	$0.00	Check:	$0.00
Cross-Sell:	$150.00	Discover/JCB:	$0.00	Voucher:	$0.00
Refunds:	$0.00	Total Credit:	$290.00	TOTAL:	$290.00
Returns:	$0.00				

The CSV and PDF versions of the report include the Cross-Sell column -- if checked in the formatting section -- but do not include the Cross-Sell total.

Best practices

Keep the following in mind when using Cross-Sell Events:

- **Number of events:** There is no limit to the number of events you can list, but we recommend only listing a few to avoid a bad patron experience.
- **Sold-out events:** If one of your promoted events sells out, it isn't removed from the Cross-Sell Events display. Patrons who click on the event are directed to a TicketLine window noting the sellout.
- **Past events:** If the date of a promoted event passes, then the event remains selected in the Presentation step of the Event Wizard. But don't worry: It's removed from your TicketLine display.

Frequently asked questions

Below, you'll find answers to frequently asked questions about Cross-Sell Events.

Can I use Cross-Sell Events to offer upgrades, like letting patrons purchase a package instead of a single event?
Not at this time. You can offer, for example, a parking pass if that parking pass is created as an event within Vendini.

Why can't I see my events, to add them to Cross-Sell?
Make sure that the events are on sale, active, and have a price defined. Events that aren't yet on sale can't be selected on the Presentation step.

If my patron adds a Cross-Sell Event after they buy tickets, will TicketLine remember their credit card information?
No. If a patron purchases a Cross-Sell Event after the initial transaction, they must re-enter payment information.

What's the difference between "Keep Shopping" and Cross-Sell Events?
Keep Shopping assumes that the patron already has the intention of purchasing additional tickets. So it's a "passive" action - it's "there if they need it."

Cross-Sell Events promotes events in a more "active" type of way, via an event name, image and direct link right on the purchase window.