



# CROSS SELLING PRO

**Automated product suggestions on shopping cart, product page, home page, etc. Increase conversion rate and boost sales!**

A product of PrestaHero

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## I. WELCOME

Thank you for purchasing our product. We hope to guide you through all the aspects of the module installation and the module setup within this document. If you have any questions that are beyond the scope of this documentation, please feel free to contact us.

***\*Note:***

*All instruction screenshots are taken from Prestashop 1.7, but installing and configuring this module on Prestashop 1.6 is similar.*

## II. INTRODUCTION

Cross-selling has slowly become one of the necessary tactics in the business world. If you don't know what cross-selling is, worry not. Cross-selling is when sellers sell an additional service or product to an existing customer. The objective of this practice is to either increase the income from the client or to protect the relationship. With this in mind, it's important to ensure that the additional product or service that you're selling is supposed to improve the client somehow.

Our PrestaShop cross-selling module - **Cross Selling Pro** provides automated product suggestions and displays them on the shopping cart, product page, home page, etc. It will increase the visibility of your products, encourage customers to browse more items and therefore boost your sales.

*\* "**Cross Selling Pro**" is compatible with PrestaShop 1.6.x, PrestaShop 1.7.x and PrestaShop 8.x*

### III. INSTALLATION

1. Navigate to **“Modules/Modules Manager”**, click on **“Upload a module/Select file”**.
2. Select the module file **“ets\_crosssell.zip”** from your computer then click on **“Open”** to install.
3. Click on **“Configure”** button of the module you just installed to open the module’s configuration page.

### IV. CONFIGURATION

From your installed module list (Located at **“Modules/Module Manager”**) find **“Cross Selling Pro”** then click on the **“Configure”** button to open its configuration page.

#### 1. Select display positions for product suggestions

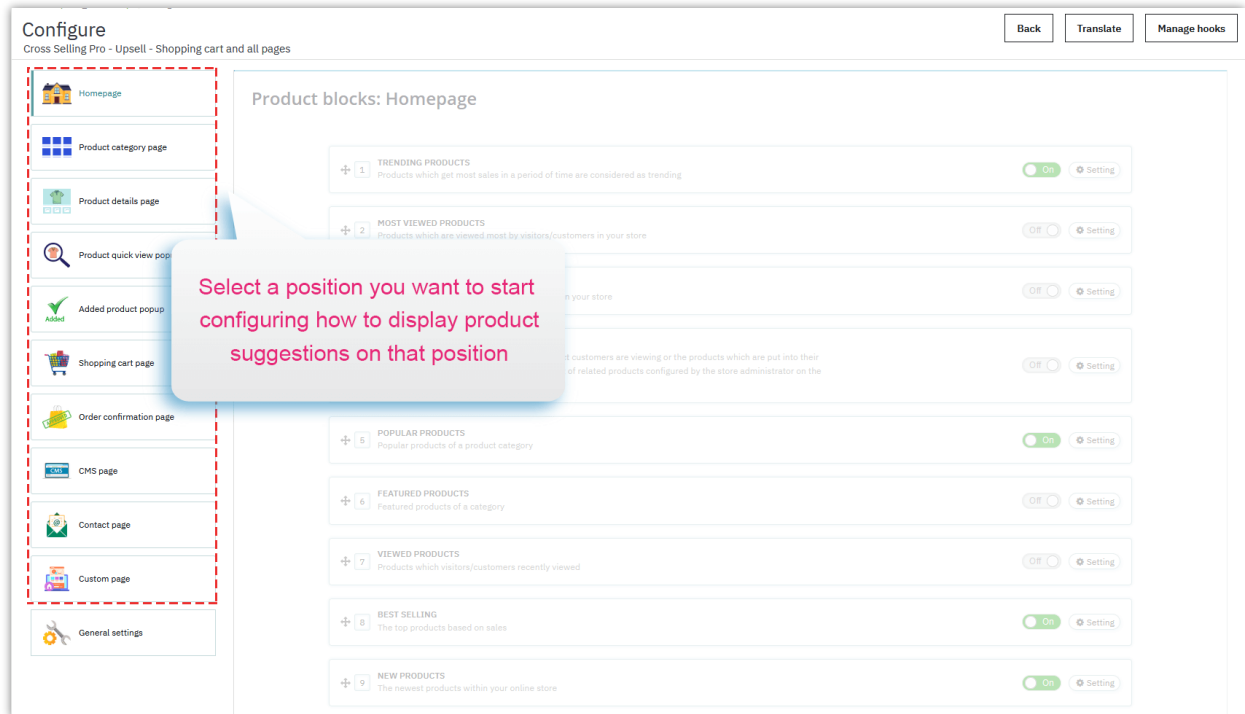
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**Cross Selling Pro** is a cross-selling module for PrestaShop which allows you to **display automated product suggestions** on various positions of your online store in tabs or rows.

The available display positions are:

- Home page
- Product category page
- Product details page
- Product quick view popup
- Added product popup
- Shopping cart page
- Order confirmation page

- CMS page
- Contact page
- Custom page



Click on a position name to start configuring how product suggestions will be displayed on that respective position.

## 2. Configure product suggestions for each position

After selecting a suitable position to display product suggestions on your website, let's continue to configure which types of product suggestions will be displayed.

**Cross Selling Pro** offers you **14 types of automated product suggestions** to display, including:

- Trending products

- Most viewed products
- Top-rated products
- “You might also like”
- Popular products
- Featured products
- Viewed products
- Best selling products
- New products
- Special products
- Purchased together products
- Product in the same category
- Product in the same brand
- Specific products

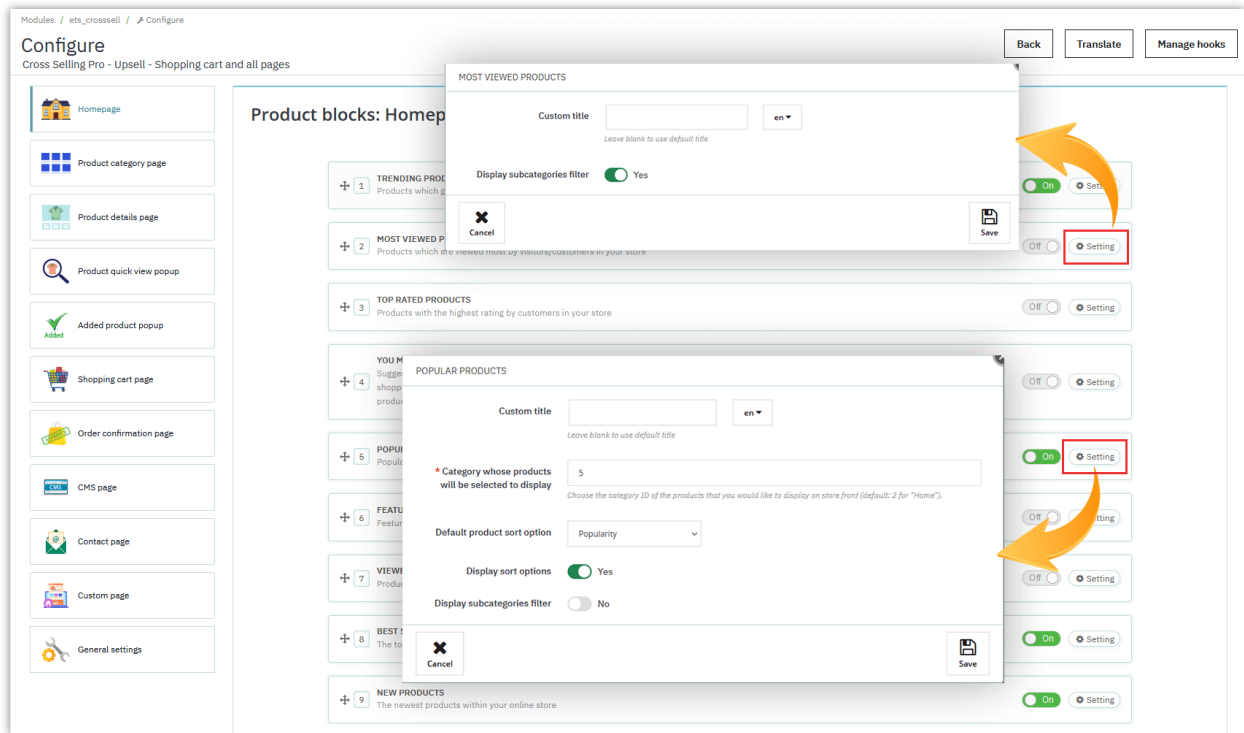
To display/hide a type of product suggestions, you just need to turn the switch on/off.

The screenshot shows the 'Configure' interface for 'Cross Selling Pro - Upsell - Shopping cart and all pages'. The main area is titled 'Product blocks: Homepage' and contains a list of product suggestion blocks. Each block has a toggle switch and a 'Setting' button. The blocks are:

- 1. TRENDING PRODUCTS: Products which get most sales in a period of time are considered as trending. Toggle: On.
- 2. MOST VIEWED PRODUCTS: Products which are viewed most by visitors/customers in your store. Toggle: On.
- 3. TOP RATED PRODUCTS: Products with the highest rating by customers in your store. Toggle: On.
- 4. YOU MIGHT ALSO LIKE: Suggest products that are related to the product customers are viewing or the products which are put into their shopping cart. Products are selected from a list of related products configured by the store administrator on the product detail pages in the back office. Toggle: Off.
- 5. POPULAR PRODUCTS: Popular products of a product category. Toggle: On.
- 6. FEATURED PRODUCTS: Featured products of a category. Toggle: Off.
- 7. VIEWED PRODUCTS: Products which visitors/customers recs. Toggle: Off.
- 8. BEST SELLING: The top products based on sales. Toggle: On.
- 9. NEW PRODUCTS: The newest products within your online store. Toggle: On.

Callouts in the image indicate: 'Display or hide product suggestion' (pointing to the toggle switch) and 'Drag and drop to arrange product suggestions' (pointing to the block list).

Click on **“Setting”** button on the right side of each suggestion type to configure display conditions for each type.



**Note:**

- ❖ **“You might also like”**: For a customer of your online store, this module will pick some products that are related to products he/she purchased or products he/she put into shopping cart but hasn't purchased. Next, this module will recommend the products related to the products which customer is viewing.
- ❖ **Trending**: Products which get the most sales in a period of time are considered as trending. You can set the trending period on the **“Setting”** popup.

### 3. Configure display settings for each position

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This module also offers helpful display options to help you fully control how product suggestions will be displayed on the front office and increase the visibility of all your products.

For each position, you will find a **“Block settings”** section at the bottom of the page.

You can select the **product layout** to display the product on the front office:

- **Displaying product on grid lists** helps your homepage looks more crowded with products and maximize visibility of all products.
- **Carousel slider** feature is also available to make product tabs work smoothly and make them even look shorter (but still enough products), making it easier for customers to browse through product tabs.

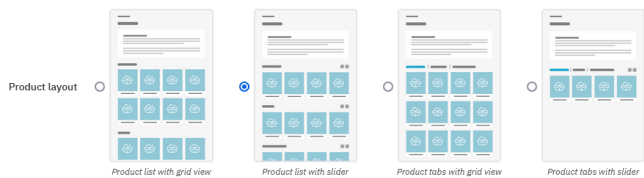


-  Homepage
-  Product category page
-  Product details page
-  Product quick view popup
-  Added product popup
-  Shopping cart page
-  Order confirmation page
-  CMS page
-  Contact page
-  Custom page
-  General settings

## Product blocks: Homepage

- + 1
**TRENDING PRODUCTS**  
 Products which get most sales in a period of time are considered as trending
 
 On [Setting](#)
- + 2
**MOST VIEWED PRODUCTS**  
 Products which are viewed most by visitors/customers in your store
 
 Off [Setting](#)
- + 3
**TOP RATED PRODUCTS**  
 Products with the highest rating by customers in your store
 
 Off [Setting](#)
- + 4
**YOU MIGHT ALSO LIKE**  
 Suggest products that are related to the product customers are viewing or the products which are put into their shopping cart. Products are selected from a list of related products configured by the store administrator on the product detail pages in the back office.
 
 Off [Setting](#)
- + 5
**POPULAR PRODUCTS**  
 Popular products of a product category
 
 On [Setting](#)
- + 6
**FEATURED PRODUCTS**  
 Featured products of a category
 
 Off [Setting](#)
- + 7
**VIEWED PRODUCTS**  
 Products which visitors/customers recently viewed
 
 Off [Setting](#)
- + 8
**BEST SELLING**  
 The top products based on sales
 
 On [Setting](#)
- + 9
**NEW PRODUCTS**  
 The newest products within your online store
 
 On [Setting](#)
- + 10
**SPECIAL PRODUCTS**  
 Products which are discounted on the current time
 
 On [Setting](#)
- + 11
**SPECIFIC PRODUCTS**  
 Specific products
 
 On [Setting](#)

## Block Settings: Homepage



\* Product count   
The number of products will be displayed per Ajax load

Number of displayed products per row on desktop

Number of displayed products per row on tablet

Number of displayed products per row on mobile

Save



## HEADPHONE

\$29.69

Quantity

1

ADD TO CART



Share



Security policy (edit with the Customer Reassurance module)

Delivery policy (edit with the Customer Reassurance module)

Return policy (edit with t'

Product D

In stock 99%


List layout with carousel slider listing mode

### PRODUCTS FROM THE SAME CATEGORY


Clothes Accessories Art Digital & electronics

Sort by


Popularity



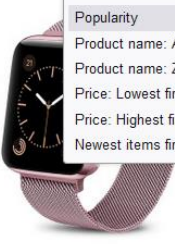
Mouse White  
\$25.99



Keyboard  
\$56.99

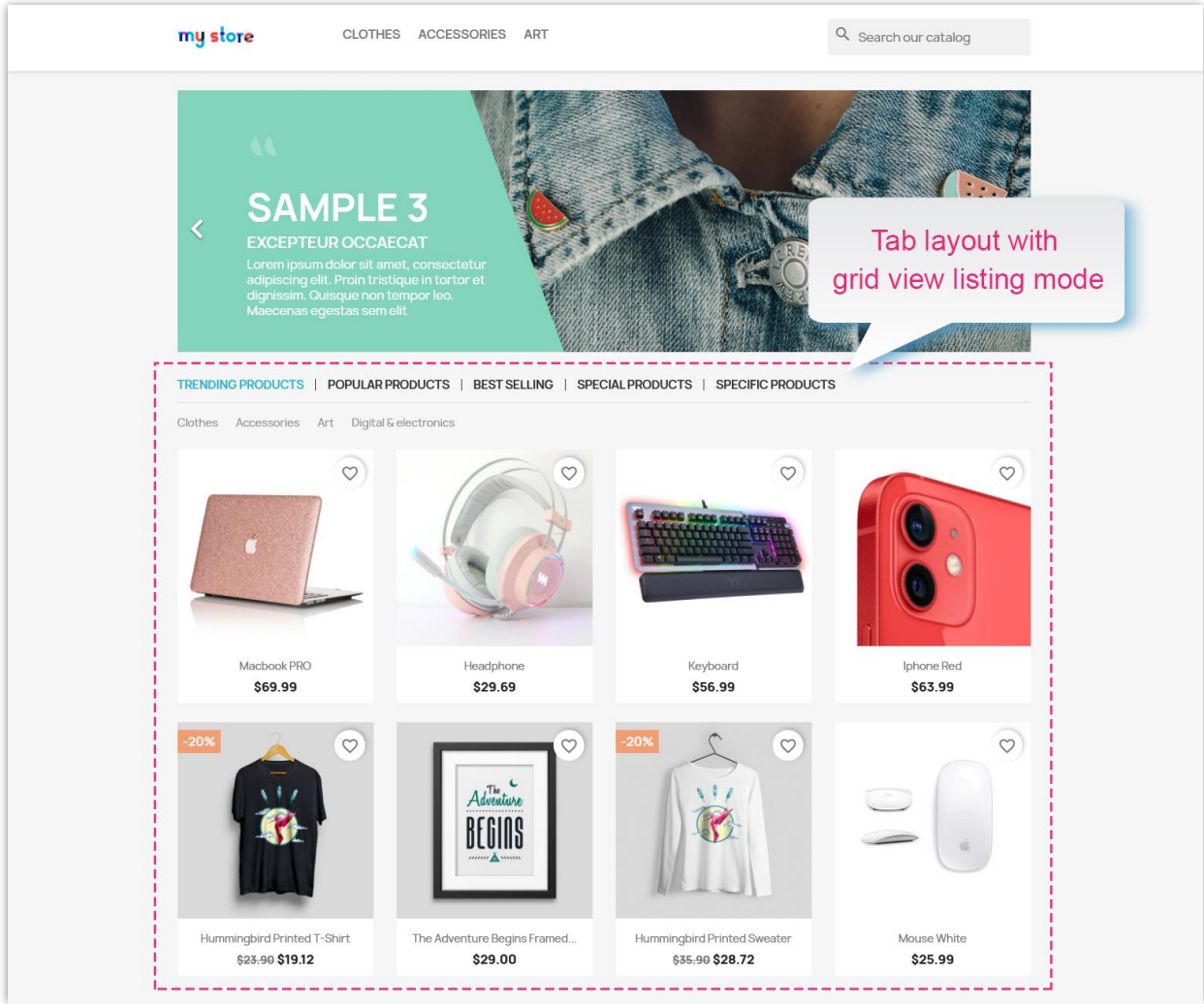


Air Pods Max  
\$26.69

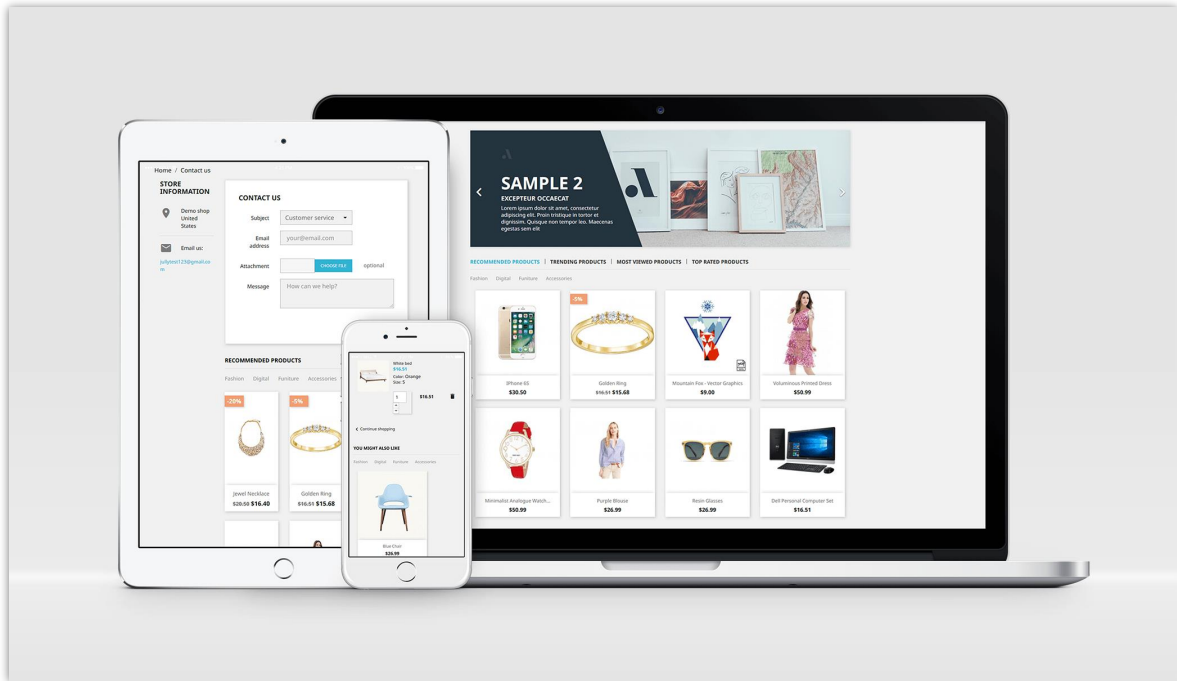


Apple Watch  
\$59.99

- Popularity
- Product name: A-Z
- Product name: Z-A
- Price: Lowest first
- Price: Highest first
- Newest items first



You can also configure the number of display products per row on different devices (desktop, tablet, and mobile).



#### 4. Display product suggestions wherever you want

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In addition to fixed positions, you can display product suggestion blocks anywhere you want by selecting the **"Custom page"** position.

**Product blocks: Custom page**

**TRENDING PRODUCTS**  
Products which get most sales in a period of time are considered as trending  
{hook h="displayTrendingProducts"}  OFF  Setting

**MOST VIEWED PRODUCTS**  
Products which are viewed most by visitors/customers in your store  
{hook h="displayMostViewedProducts"}  OFF  Setting

**TOP RATED PRODUCTS**  
Products with the highest rating by customers in your store  
**Copy this hook** {hook h="displayTopRatedProducts"}  ON  Setting

**YOU MIGHT ALSO LIKE**  
Suggest products that are related to the product customers are viewing or the products which are put into their shopping cart. Products are selected from a list of related products configured by the store administrator on the product detail pages in the back office.  
{hook h="displayYouMightAlsoLike"}  OFF  Setting

**VIEWED PRODUCTS**  
Products which visitors/customers recently viewed  
{hook h="displayViewedProducts"}  OFF  Setting

**FEATURED PRODUCTS**  
Featured products of a category  
{hook h="displayFeaturedProducts"}  OFF  Setting

**POPULAR PRODUCTS**  
Popular products of a product category  
{hook h="displayPopularProducts"}  OFF  Setting

**BEST SELLING**  
The top products based on sales  
{hook h="displayBestSelling"}  OFF  Setting

**NEW PRODUCTS**  
The newest products within your online store  
{hook h="displayNewProducts"}  OFF  Setting

**SPECIAL PRODUCTS**  
Products which are discounted on the current time  
{hook h="displaySpecialProducts"}  OFF  Setting

**SPECIFIC PRODUCTS**  
Specific products  
{hook h="displaySpecificProducts"}  OFF  Setting

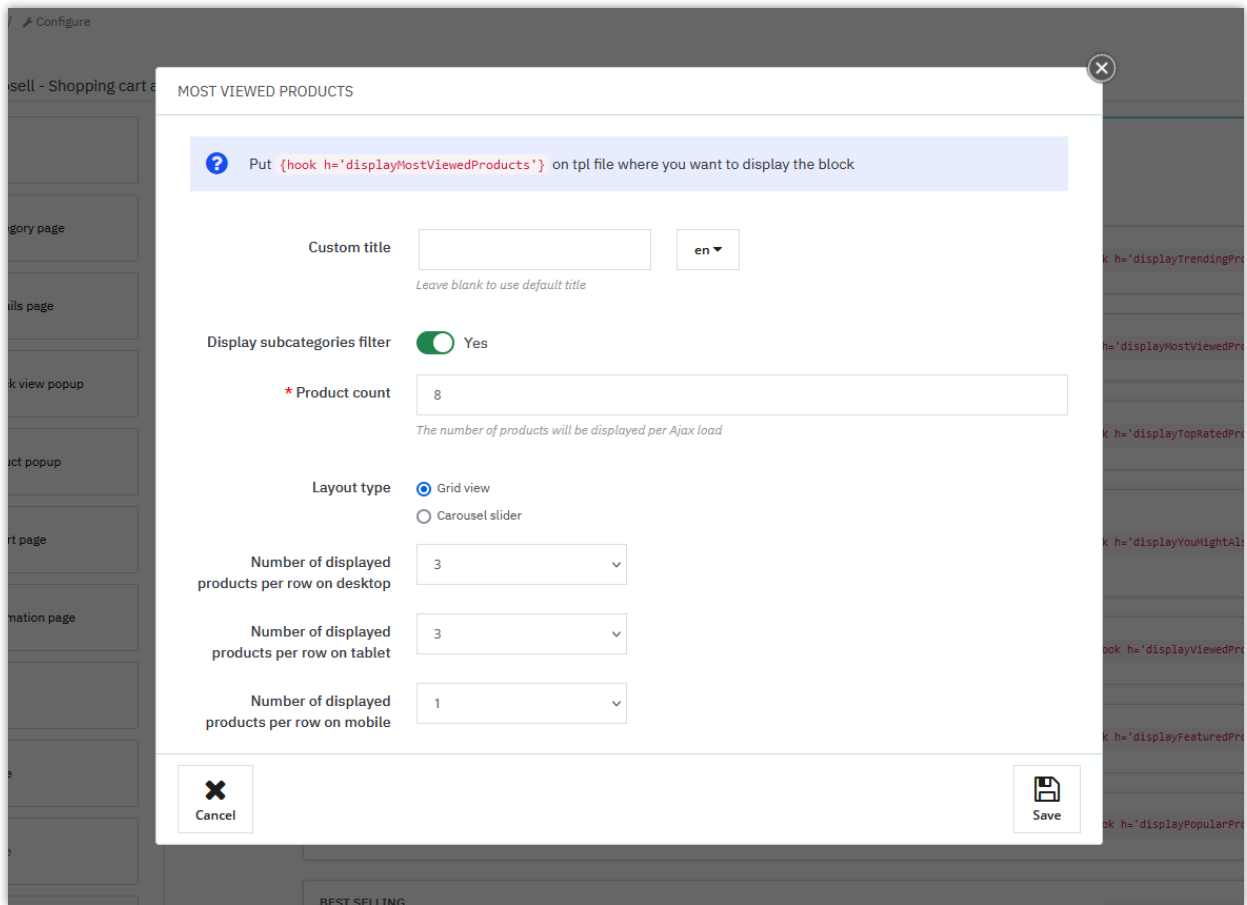
Save

You can also configure each product suggestion block. Each of them has their own hook. You need to enable the block(s) you want, copy the hook, and paste it into the .tpl file where you want it to appear.

```
21 * @author PrestaShop SA and Contributors <contact@prestashop.com>
22 * @copyright Since 2007 PrestaShop SA and Contributors
23 * @license https://opensource.org/licenses/AFL-3.0 Academic Free License 3.0 (AFL-3.0)
24 *
25 {extends file='page.tpl'}
26
27 {block name='page_header_container'}{/block}
28
29 {if $layout === 'layouts/layout-left-column.tpl'}
30 {block name='left_column'}
31 <div id="left-column" class="col-xs-12 col-md-4 col-lg-3">
32 {hook h='displayContactLeftColumn'}
33 </div>
34 {/block}
35 {else if $layout === 'layouts/layout-right-column.tpl'}
36 {block name="right_column"}
37 <div id="right-column" class="col-xs-12 col-md-4 col-lg-3">
38 {hook h='displayContactRightColumn'}
39 </div>
40 {/block}
41 {/if}
42
43 {block name='page_content'}
44 {hook h='displayContactContent'}
45 {hook h='displayTrendingProducts'}
46 {/block}
47
```

Each product suggestion block has its own popup settings:


- Customize the title of the block.
- Enable/disable “Display subcategories filter” option.
- Set the number of products that will be displayed per Ajax load.
- Select the layout type.
- Set the number of displayed products per row on each device.




Let's see how the product suggestion block displayed on the front office:

Home / Contact us

**STORE INFORMATION**

 Camila Shop  
United Kingdom

 Email us:  
[hang.bt0509@gmail.com](mailto:hang.bt0509@gmail.com)

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**CONTACT US**

**Subject** Customer service

**Email address** your@email.com





**Attachment**  [CHOOSE FILE](#) optional

**Message** How can we help?

[SEND](#)

**MOST VIEWED PRODUCTS**

Clothes Accessories Art

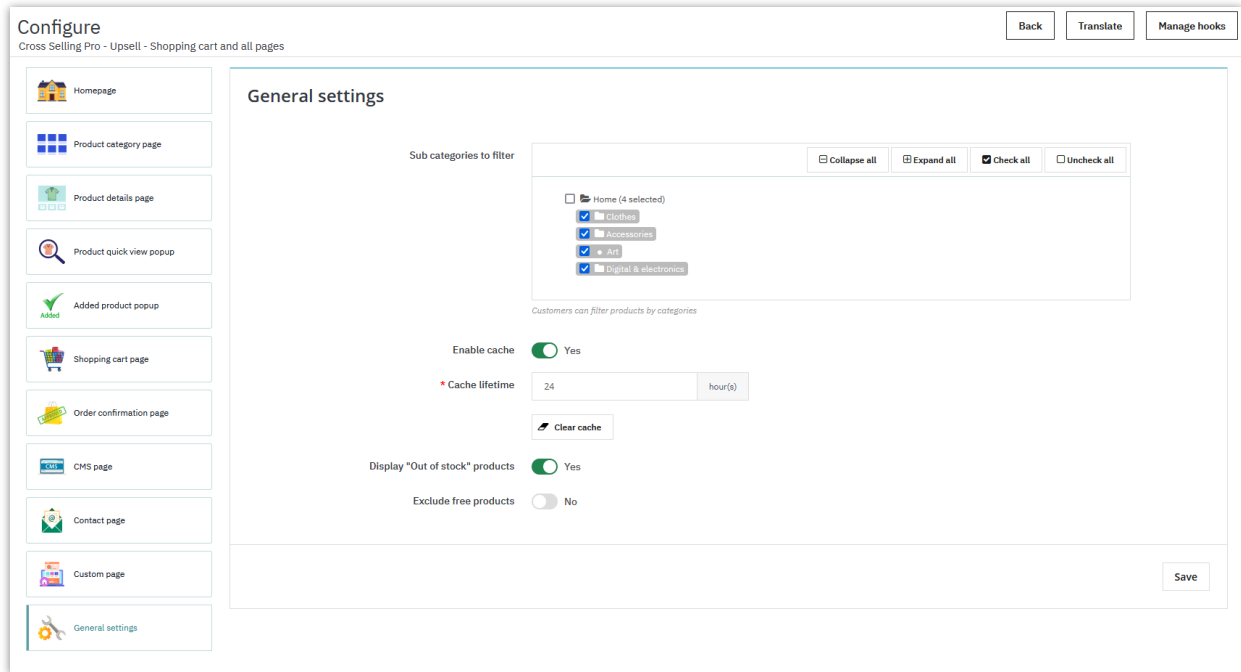
			
The Adventure Begins Framed... £29.00 <b>£27.26</b>	The Best Is Yet To Come'... <b>£29.00</b>	Hummingbird Printed Sweater <del>£35.90</del> <b>£28.72</b>	Hummingbird Printed T-Shirt <del>£23.90</del> <b>£22.71</b>

## 5. General settings

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On this tab you will find general settings for product suggestions display.





- Sub categories to filter: Select categories which include products to filter.
- Cache feature: product suggestions are loaded by **jQuery Ajax** technology and **smart server cache** to **minimize time spent to load products** (only visible product tabs are load initially).

## V. THANK YOU

Thank you again for purchasing our product and going through this documentation. We hope this document is helpful and efficient in the complete setup of **“Cross Selling Pro”** on your website. If you have any questions for which the answer is not available in this document, please feel free to contact us.