



# 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 & Services”**, click on **“Upload a module / Select file”**
  2. Select the module file **“ets\_crosssell.zip”** from your computer then click on **“Open”** to install
- ❖ 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/Modules & services/Installed modules”**), find **“Cross Selling Pro”** then click on the **“Configure”** button to open its configuration page.

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

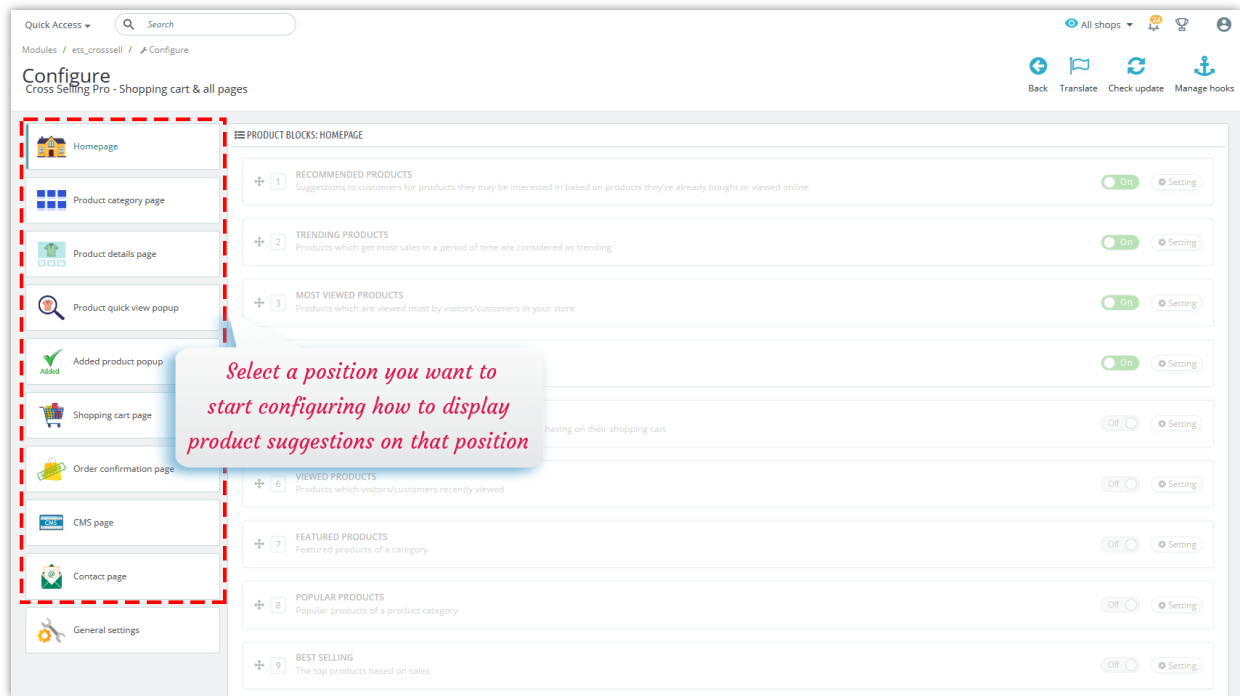
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**Cross Selling Pro** is a cross-selling module for PrestaShop which allows you to **display automated product suggestions** on various positions of your online store in tabs or rows.

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



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

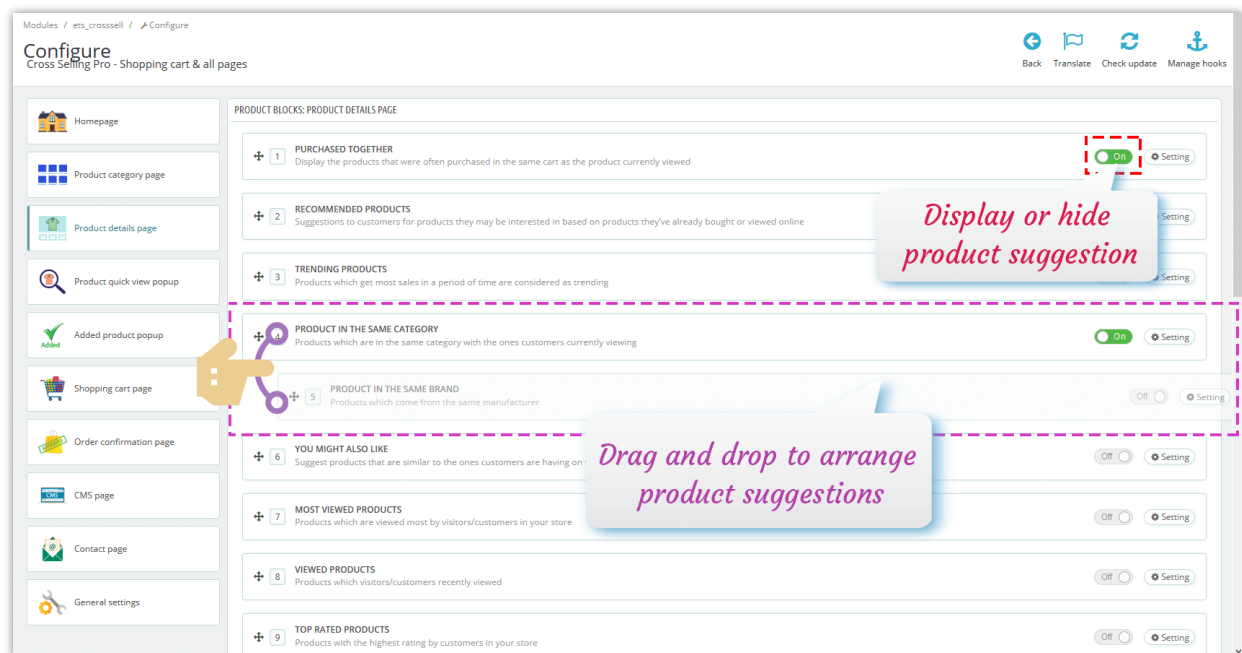
After selecting a suitable position to display product suggestions on your website, let's continue to configure which types of product suggestions will be displayed.

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

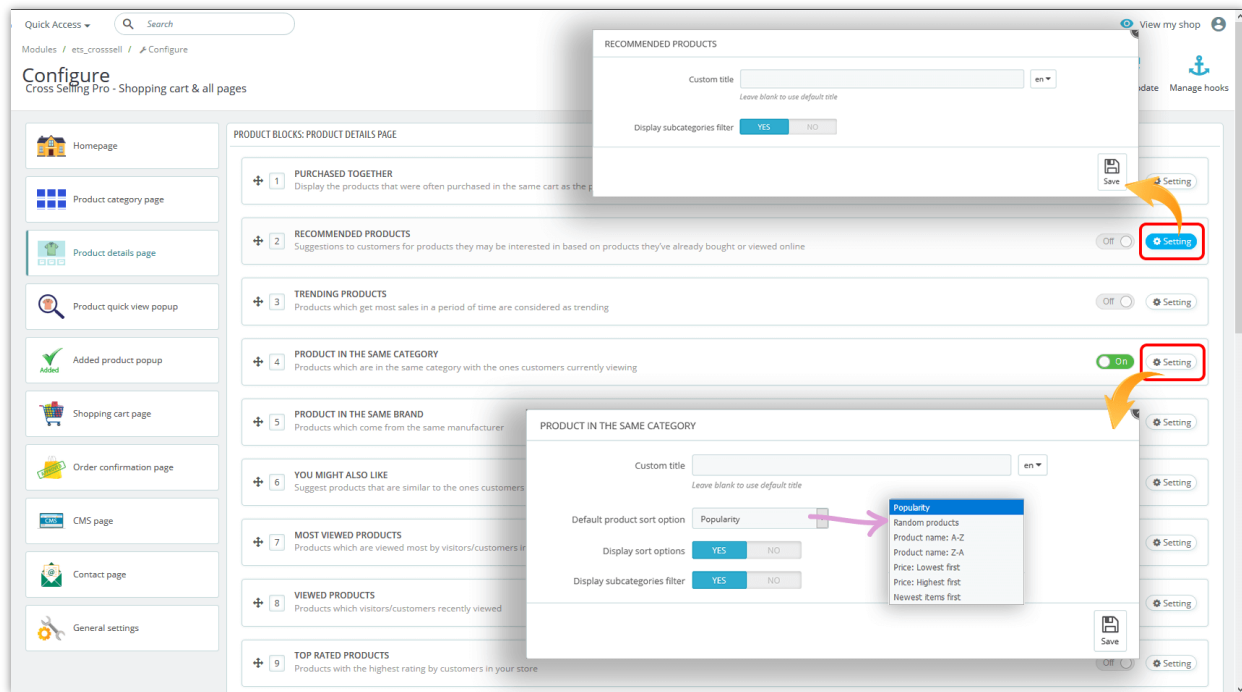
- Recommended products

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

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



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



### Note:

- ❖ **Recommendations:** For a customer of your online store, this module will pick some products which 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 products which customer is viewing.
- ❖ **Trending:** Products which get 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

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.

### Block Settings: Homepage


Product layout


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Product list with grid view

Product list with slider

Product tabs with grid view

Product tabs with slider

\* Product count

The number of products will be displayed per Ajax load

Number of displayed products per row on desktop

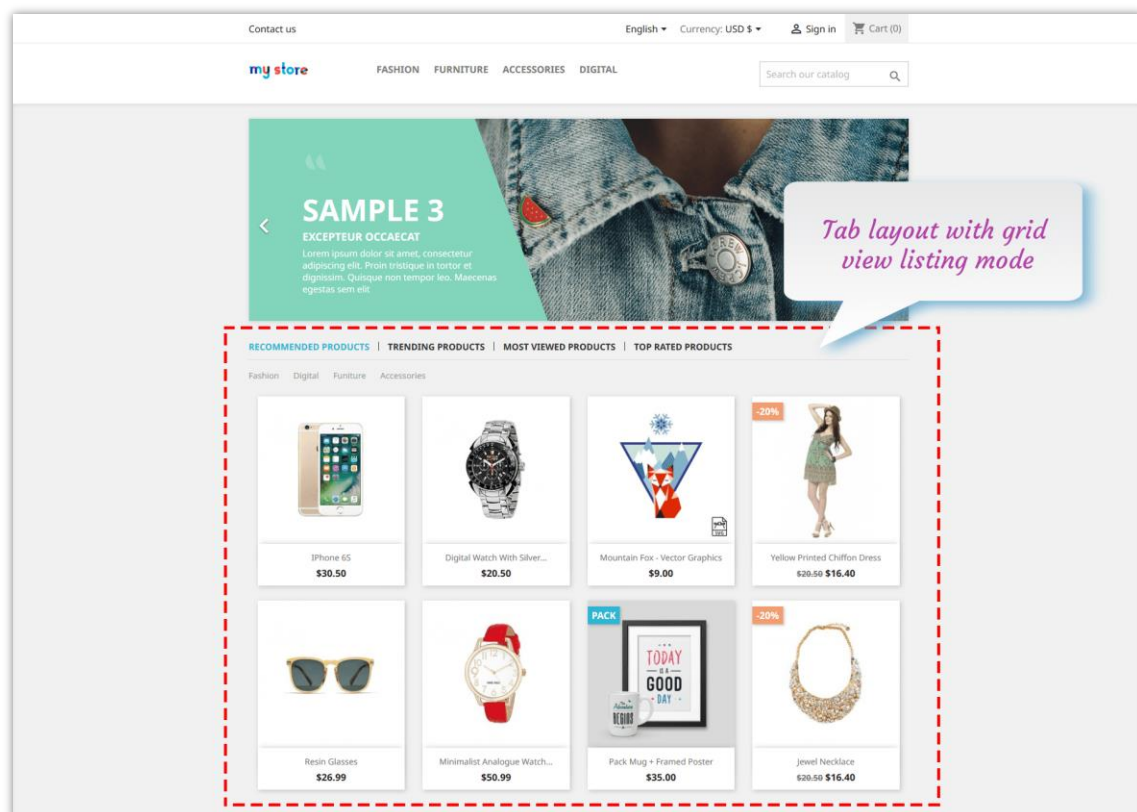
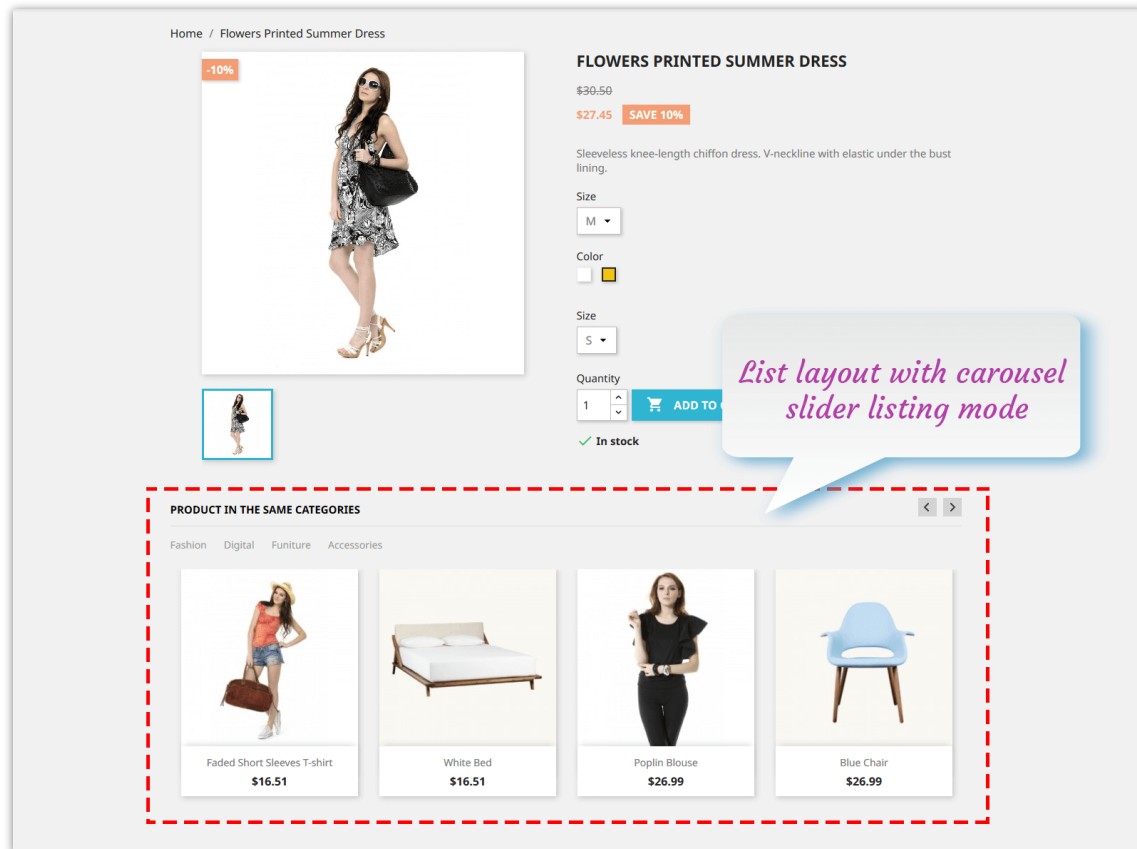
Number of displayed products per row on tablet

Number of displayed products per row on mobile

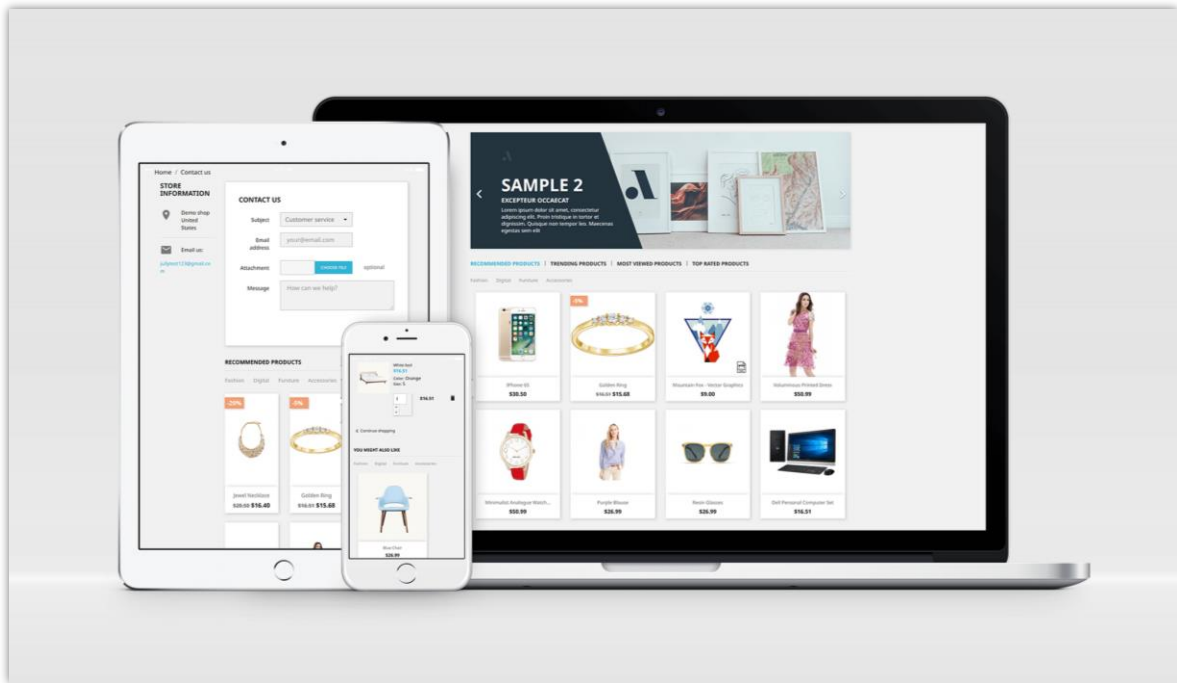
Save

8





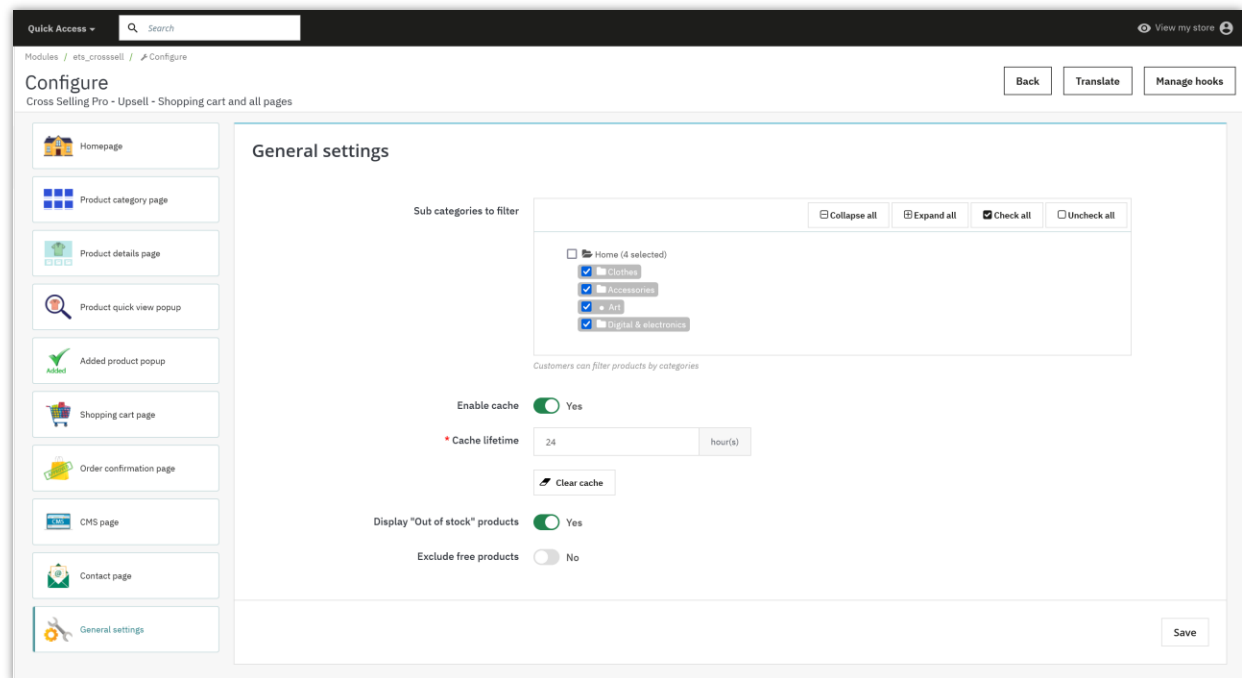
You can also configure the number of display products per row on different devices (desktop, tablet and mobile).



#### 4. 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.