



**To Up sell Or Not To
Up sell ?**



**That Is The
Question**

THE HAGUE - MAY 2004



Free Ads vs Paid ads

What we are to explore today

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- **Free ads is our culture (our USP).**
 - **Paid ads goes against this (bad Karma?)**
 - **More and more free ad papers sell private ads.**
 - **Meet our panel – what they are doing.**
 - **How is this done?**
 - **How is it going?**
 - **Should we be doing this?**
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Panel Members Fact File

Dan Rindos <i>Vice President</i> Bargain News USA Circulation: 22 000	Roger Zwanenberg <i>Call Center Manager</i> Via Via The Netherlands Circulation: 35 000 ave	Peter Gannon <i>Contact Center Manager</i> Buy & Sell Ireland Circulation: 40 000 ave
Launch free ads 1970 24 yrs old	Launch free ads 1987 17 years old	Launch free ads 1990 14 years
Up sold 9 years later 1979	Up sold 5 years later 2001	Up sold 11 years later 2001
No of free ads 45%	No of free ads 87%	No of free ads 92%
No of paid ads 55%	No of paid ads 13%	No of paid ads 8%
Up selling dept – Yes Outgoing dept - ?	Up selling dept – Yes Outgoing dept – Yes	Up selling dept – Yes Outgoing dept - Yes

Questions for the panel?

- **Dan – Could you elaborate on 'who to sell it to'**
- **Peter – You mentioned good incentives what are good incentives?**
- **Roger – What is your commission structure?**
- **Dan – do you encourage competitors when you limit the free ads?**
- **Roger – How do you approach Internet advertisers?**
- **Peter – Do you have competitors who canvass your papers?**
- **Dan – Why is your success so great on the internet?**
- **Roger – Have you lost free ad customers to competitors with the new integrated function of up selling?**
- **Peter – Do you expect your outgoing sales dept to do better than the up selling dept?**



Upsell or not?

Conclusion

- **Yes, yes, yes, what?..... you are not doing it yet?**
 - **Clear distinction between up selling and outgoing sales approach.**
 - **Should develop each very differently.**
 - **Training of free ad department is vital.**
 - **Clear on concept – don't dilute free ads**
 - **Well trained in sales approach**
 - **Well incentivised**
 - **Internet has big potential, provides options print cannot.**
 - **See this as opportunity to **ADD VALUE** to your service offering.**
 - **Great competitor protection value.**
 - **Enormous revenue potential.**
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- **More of a question of when, not if!!**



To Upsell Or Not To Upsell - That Is The Question



Thank you



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