



**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

- 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?



Panel Members Fact File

Dan Rindos

Vice President

Bargain News

USA

Circulation: 22 000

Roger Zwanenberg

Call Center Manager

Via Via

The Netherlands

Circulation: 35 000 ave

Peter Gannon

Contact Center Manager

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.
- **More of a question of when, not if!!**

To Upsell Or Not To Upsell - That Is The Question



Thank you