

# **To upsell or not to upsell**



**Peter Gannon - Buy & Sell**  
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# Buy & Sell - Then and Now



## Then

- Launch first title in 1990
- 750 free ads
- 400 copy sales per week

## Now

- 5 editions per week
- 47,000 ads
- 80,000 copy sales per week
- Strong online edition

# Upselling - getting started

- Captive audience
- Our customers need our expertise
- Demand for diversified products
- Untapped revenue potential
- Covering operating costs



# Our fears



- "I thought you were a free ads paper"
- Would our customers dislike being upsold?
- Would they complain?
- Or worse would they go elsewhere?

# Test run



- Introduced upselling in the summer of 1999
- Commission based
- Voluntary basis

# The products

- By upselling we are not abandoning the free ad concept, we are using it as a building block

## RENAULT LAGUNA '02

Sports Plus, fire red, sports seats, a/c, folding mirrors, alloys spoiler, pristine cond, 1st to see will buy, €17,000 ono. 087-7520792 Waterford/Wexford

- Free Ad
- TSR
- Power Ad
- Logo Ad
- Photo Ad



PEUGEOT

Peugeot 406 HDi Oct '03. Estate, 1k mls, CD player, on board computer, a/c, many extras, English reg, duty not paid, €20,000. 086-1987368 Louth



LIMERICK, KILCOORA/ BROADFORD. 1 mi from Rathina village, extension, kitchen, living-room, 3 bed, bathroom, readvertised due to time wasters, insurance avail, €85,000 ono. 069-61555

# Growing challenges



- Realise the potential: we need a more revenue focused department
- Evolve the staff role
- Get everyone involved in upselling
- Set low targets
- Implement changes slowly

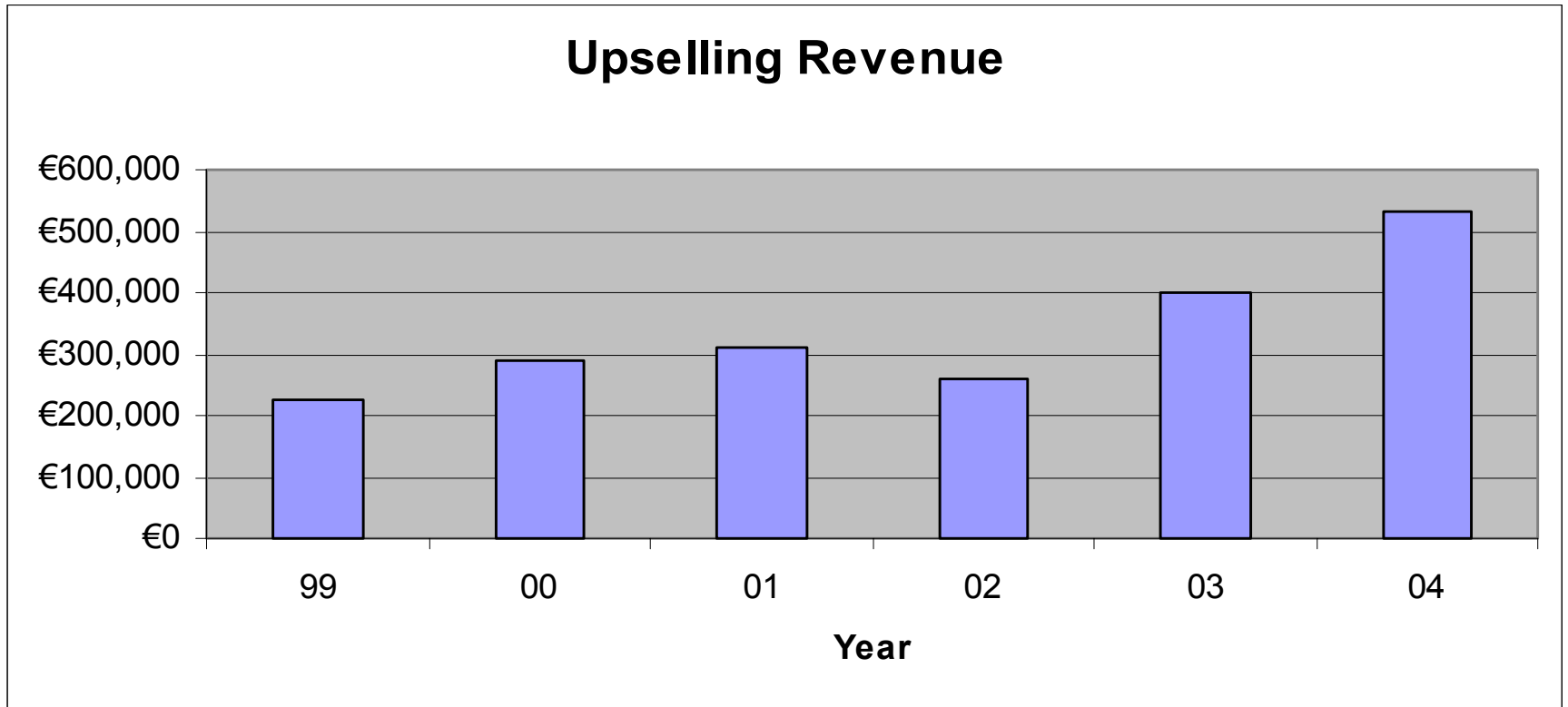
# Upselling today



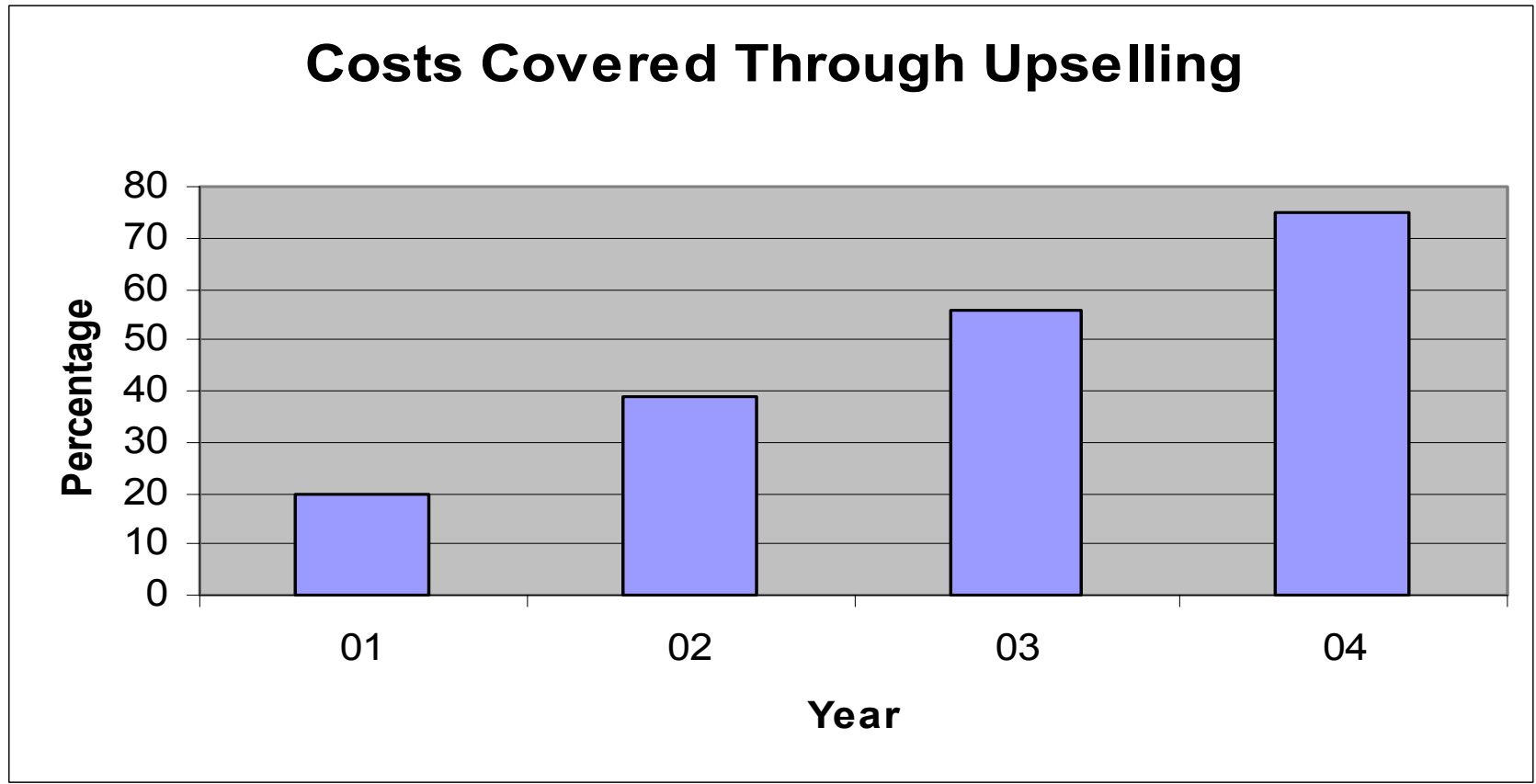
- Recruitment & selection processes
- Part of job descriptions & reviews
- Training & coaching
- All staff have a target
- Accepted part of everyday life
- Fun
- Challenging
- Increase in job satisfaction
- Good commission & incentives



# Revenue generated



# Costs covered



# Upselling - the Buy & Sell way

- Developing new products answering customer's ever changing needs
- It's all about options
- Integrated to the Buy & Sell philosophy



# The future



- Turn inbound call center into a profit center
- Develop outbound calls (customer service/sales renewals)
- Increased commitment to our customers