

# **To upsell or not to upsell**



**Peter Gannon - Buy & Sell  
07/05/04**

# 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

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



PEUGEOT

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

## 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



LIMERICK, KILCOORAI BROADFORD. 1 ml  
from Rathina village, extension, kitchen, living-  
room, 3 bed, bathroom, readvertised due to  
time wasters. Insurance avail, €85,000 ono.  
069-61955

# Growing challenges



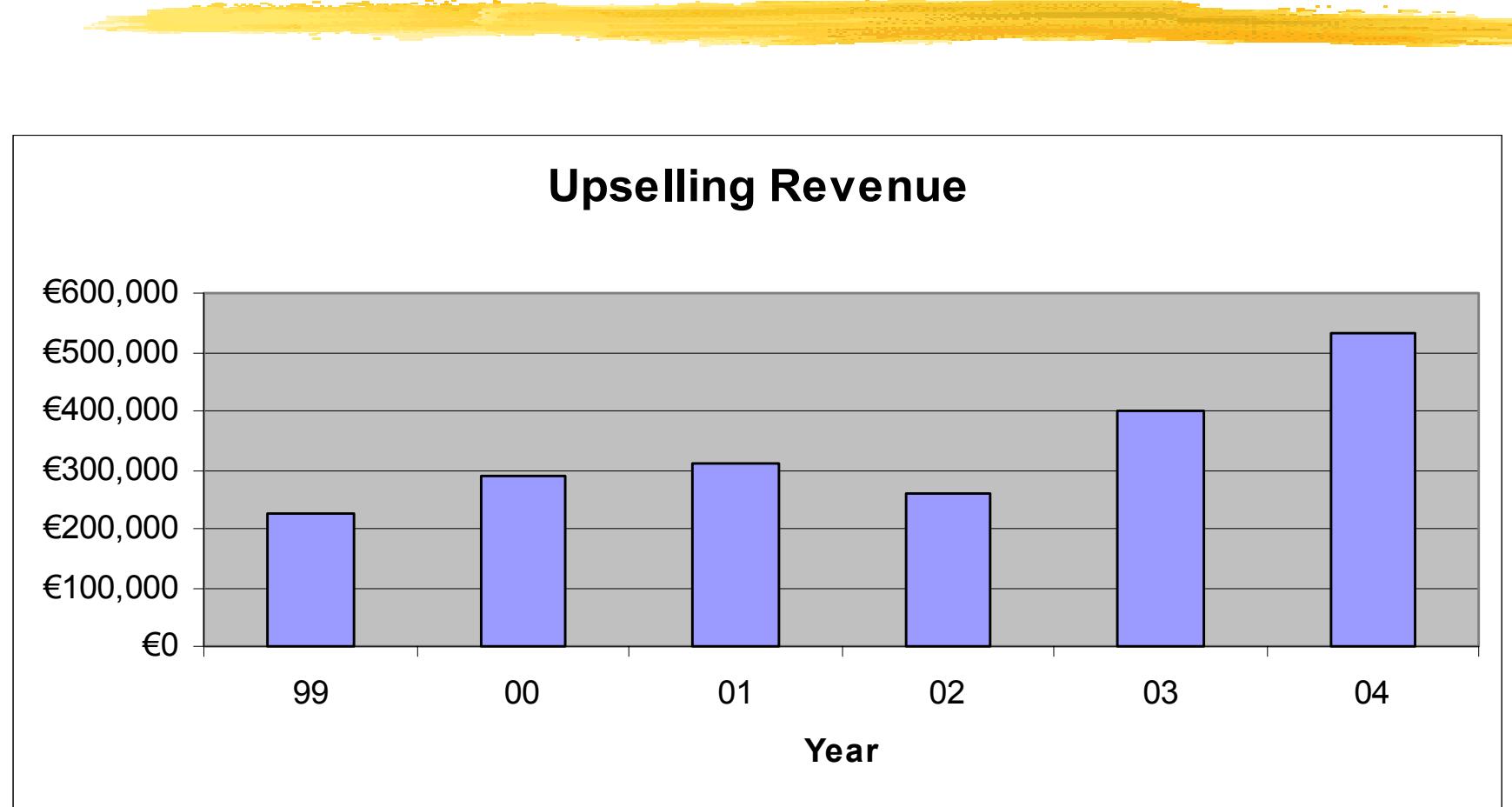
- Realise the potential: we need a more revenue focused department
- Evolve the staff role
- Get everyone involved in upselling
- Set low targets
- Implement changes slowly

# Upselling today



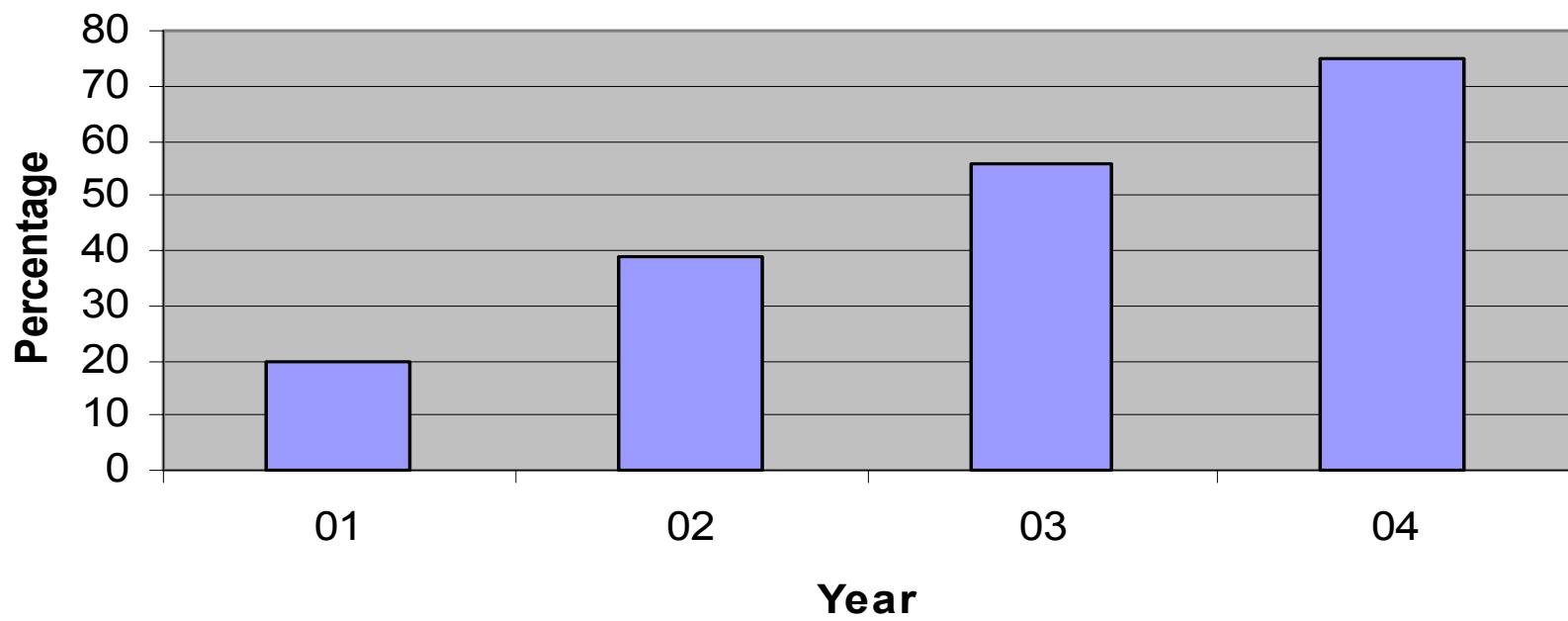
- Recruitment & selection processes
- Part of job descriptions & reviews
- Training & coaching
- All staff have a target
- Accepted part of everyday life
- Fun
- Challenging
- Increase in job satisfaction
- Good commission & incentives

# Revenue generated



# Costs covered

## Costs Covered Through Upselling



# 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