## **Configuring Cross-selling Recommendations**

Cross-selling allows you to display product recommendations to your customers while they shop. These products display in accordance with the products the customer has already added to the shopping cart or already purchased. You can determine the recommendations for each product you offer.

We added product recommendations in WHMCS 8.5. For more information about product recommendations, see <u>Cross-selling and Product Recommendations In WHMCS</u>.

### How Do I Enable Cross-selling in WHMCS?

Before customers can view product recommendations for individual products, you must enable cross-selling for your WHMCS installation.

To do this:

- 1. Go to **Configuration > System Settings > General Settings** and choose the **Ordering** tab.
- 2. Check Enable Product Cross-selling to enable the product recommendation feature.
- 3. Check one or more cross-selling locations. These settings determine where WHMCS displays product recommendations to your customers.
- 4. Enter a maximum number of recommendations to display.
- 5. Check **Recommend Existing Services on Order Confirmation** if you want to display recommendations for products and services that the customer has already purchased on the **Order Confirmation** page.
- 6. Check **Product Cross-sell Style** to display information about why products are recommended.
- 7. Click Save Changes.

For additional information about each setting, see Ordering Tab.

# How Do I Configure Product Recommendations for a Product?

In order to display product recommendations in the Client Area, you must configure both the list of recommended products that display for a given product and the tagline, short description, and color for each product in that list.

To configure product recommendations for **Product 2**, **Product 3**, and **Product 4** to display when a customer adds **Product 1** to the shopping cart:

### Go to **Configuration > System Settings > Products/Services**.

- 1. Perform the following steps for Product 2, Product 3, and Product 4:
  - A. Create or edit the product.

B. In the **Details** tab, configure the settings that determine how the product displays when it appears as a recommendation.

t Product		
Netwise Pricing Module Settings Custom Reld	s Configurable Options Upgrades Thee Domain Cross-sells Other Units	
Product Type	Shared Hosting v	
Product Group	Shared Hosting w	
Product Name	Basic Package	
Product Tagline	A starter package for new website ownerst	Use this setting for product cross-selling trecommendations in the shopping cart,
URL	http://whencs-dev.test/whencs/index.php?rp=ristare/shared-hosting/_basic-plan 😰 🔹	∕ OK.≜
Product Short Description	This package has everything you need to get started with a new website.	We recommend limiting this description to 50 words.
		Use this setting for product cross-selling (recommendations) in the shapping cart.
Product Description	Dek Sport fål Bandwettr: 350 Bandwettr: 355 Sakdewerkett Outbaarett	You may use HTML in this field <a href="https://www.ine</td>
Product. Color		
Welcome Email	· · · · · ·	
Require Domain	an options	
Stock Cantrol		
Apply Tax	The State of	
Featured	V netty on supported order forms	
Hidden	154 187 58	
Kesned	roduct dropdown menus bloes not appry to services an	eady with this product)

- C. For **Product Tagline**, enter a tagline for the product.
- D. For **Product Short Description**, enter an abbreviated description for the product.
- E. For **Product Color**, choose the primary color to display with the product.
- F. Click Save Changes.
- 2. Perform the following steps for **Product 1**:
  - A. Create or edit the product.

B. In the **Cross-sells** tab, use the menu to select **Product 2**, **Product 3**, and **Product 4**. You can rearrange these by clicking and dragging.

Details Pricing Module Settings Custom Fields (	Configurable Options Upgrades Free Domain Cross-sells Other Links	
	Start typing to search for products.	•
	Software Licenses	
	WHMCS Leased	
	WHWCS Owned	
	SSL Certificates	
	RapidSSL	
	RapidSSL Wildcard	
Product Cross-sells	GeoTrust QuickSSL Premium	
	ConTract Oxide U. Insurious Wildcard	-
	Shared Hosting - Home Package	÷
	Shared Hosting - Advanced Package	÷
	Shared Hosting - Ecommerce Package	÷
	This list controls the products that display as cross-sells (recommendations) when ordering this product.	is

### C. Click Save Changes.

The recommendations will display in the Client Area in the locations you selected at **Configuration > System Settings > General Settings**.

Starte	Package		
Starter Package Shared Hosting		\$28.95 USD Semi-Annually	
Ba	sed on your order, we recommend:		
;	Home Package Everything you need to run your website.	\$7.95 USD/mo Add to Cart	
:	Advanced Package All the bells and whistles for a professional web presence.	\$12.95 USD/mo	