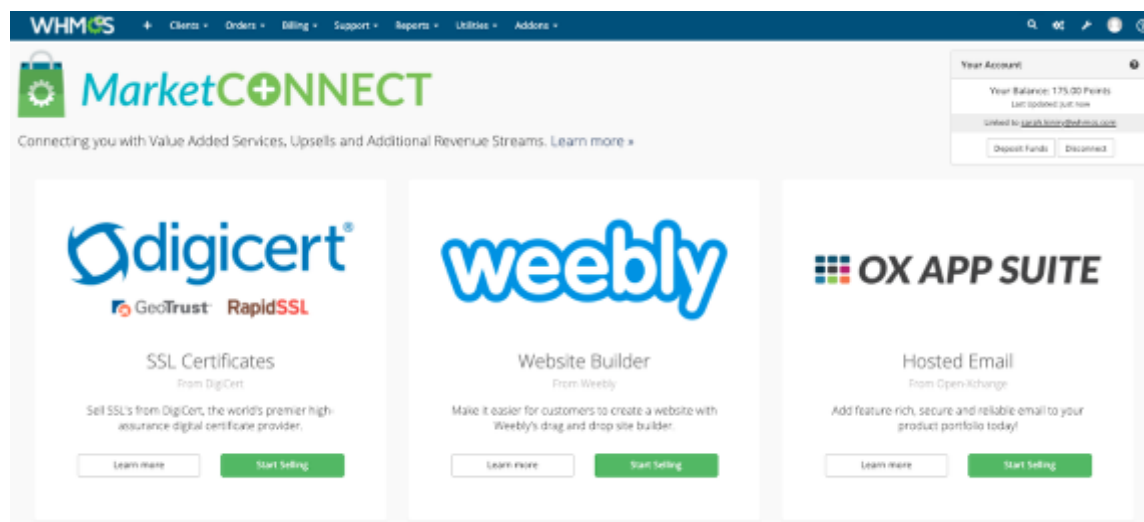# Selling MarketConnect Products

You can use MarketConnect to resell products and services to your customers via your WHMCS installation. MarketConnect automatically sets up and configures these products and populates the Client Area with merchandising content and upsell recommendations.

> 💡 Before you can sell individual MarketConnect products, you **must** activate MarketConnect for your WHMCS installation. For steps and more information, see [Activating MarketConnect in WHMCS](#).
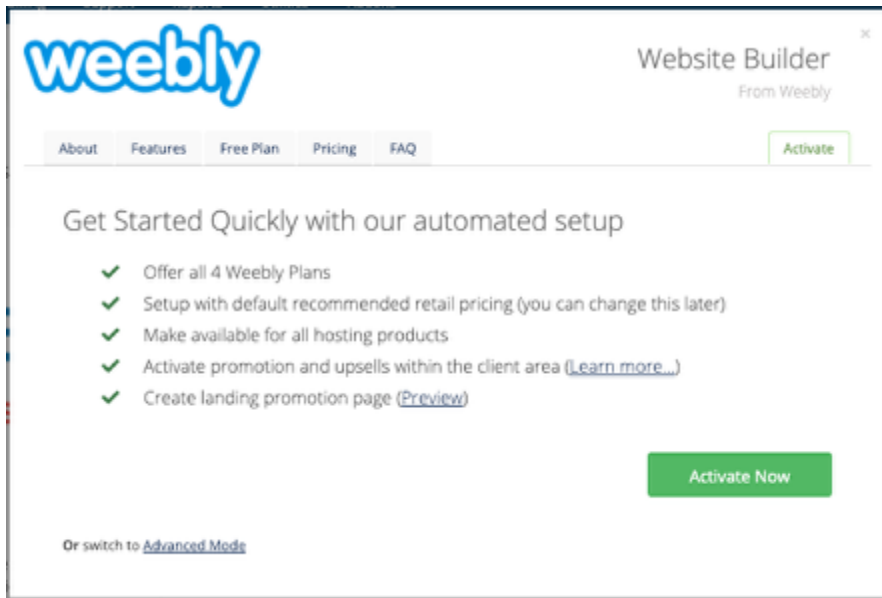
Activating a MarketConnect Product

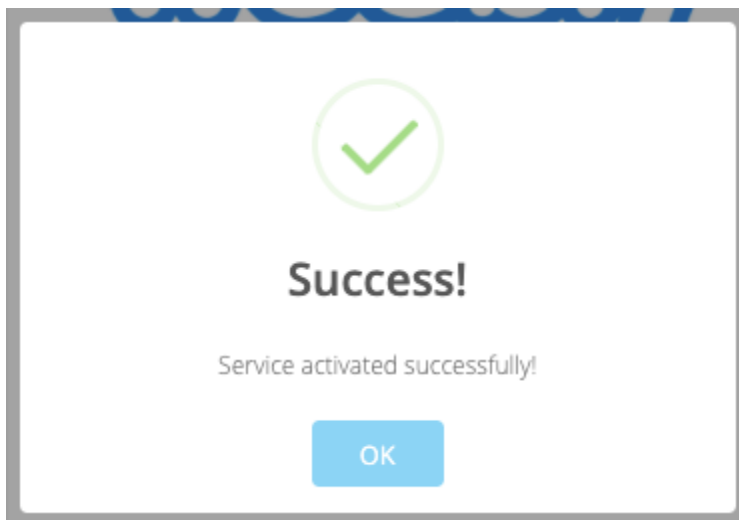To activate and begin selling a MarketConnect service:

1. Go to **Configuration > System Settings > MarketConnect** or, prior to WHMCS 8.0, **Setup > MarketConnect**.
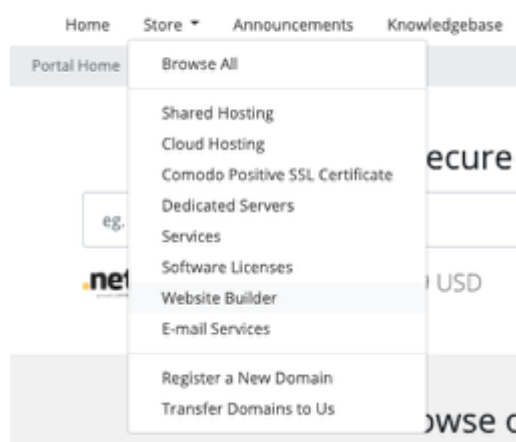

2. Click **Start Selling** *or* click **Learn more** and then click **Activate**. A new window will appear.

3. Click **Activate Now** to activate and begin selling the service or click **Advanced Mode** to enter advanced setup mode.

The setup process can take up to 30 seconds. When setup finishes, you will see a confirmation message:

In the Client Area, you will see a link to the new service in the **Store** menu.

💡 For more information, see our MarketConnect Guides.