

# 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 [Cross-selling and Product Recommendations In WHMCS](#).

## 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?

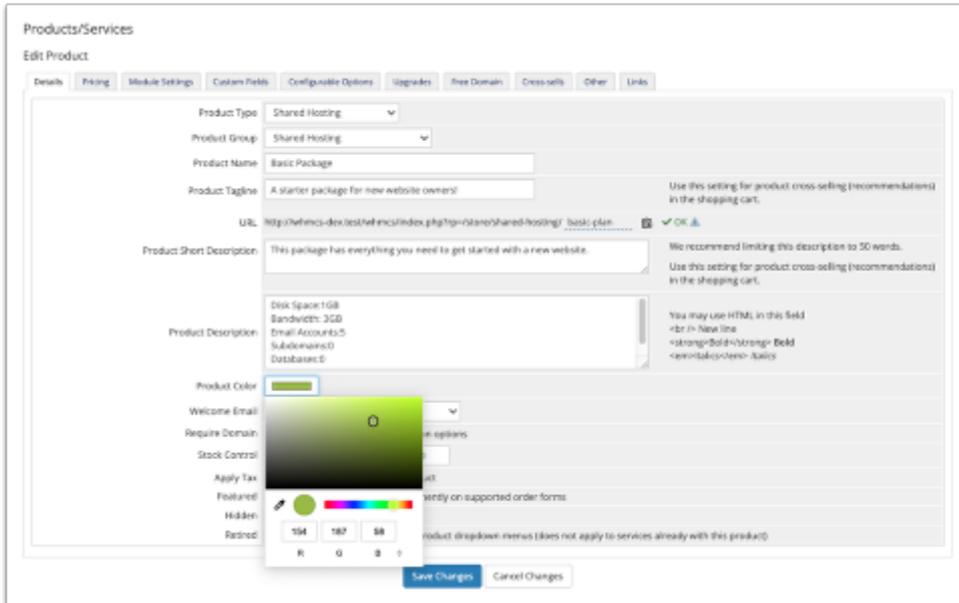
In order to display product recommendations in the Client Area, you must configure both the list of recommended products that display for a given product and the tagline, short description, and color for each product in that list.

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.



C. For **Product Tagline**, enter a tagline for the product.

D. For **Product Short Description**, enter an abbreviated description for the product.

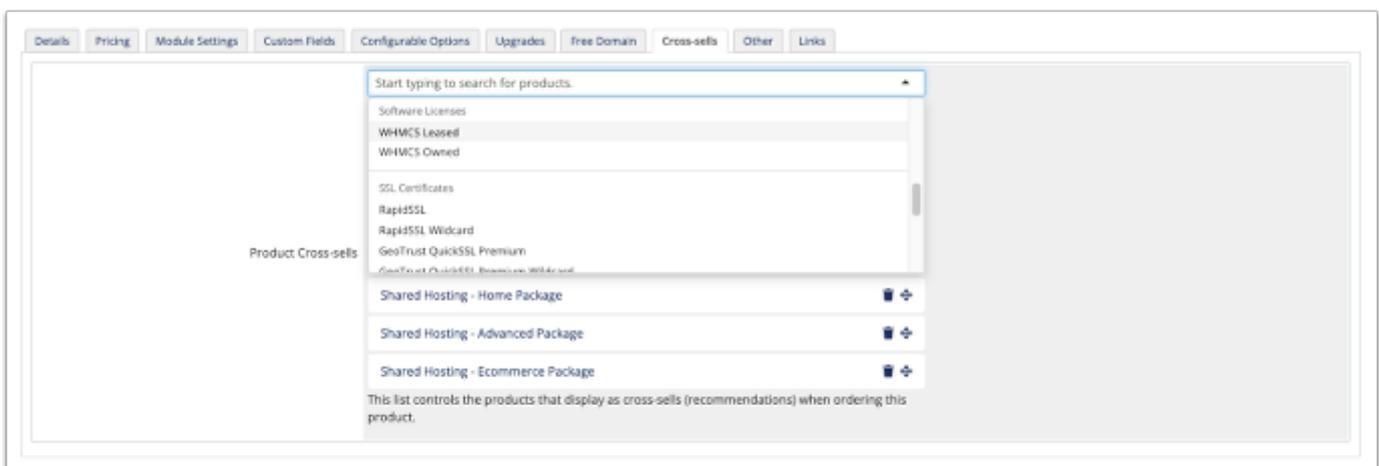
E. For **Product Color**, choose the primary color to display with the product.

F. Click **Save Changes**.

2. Perform the following steps for **Product 1**:

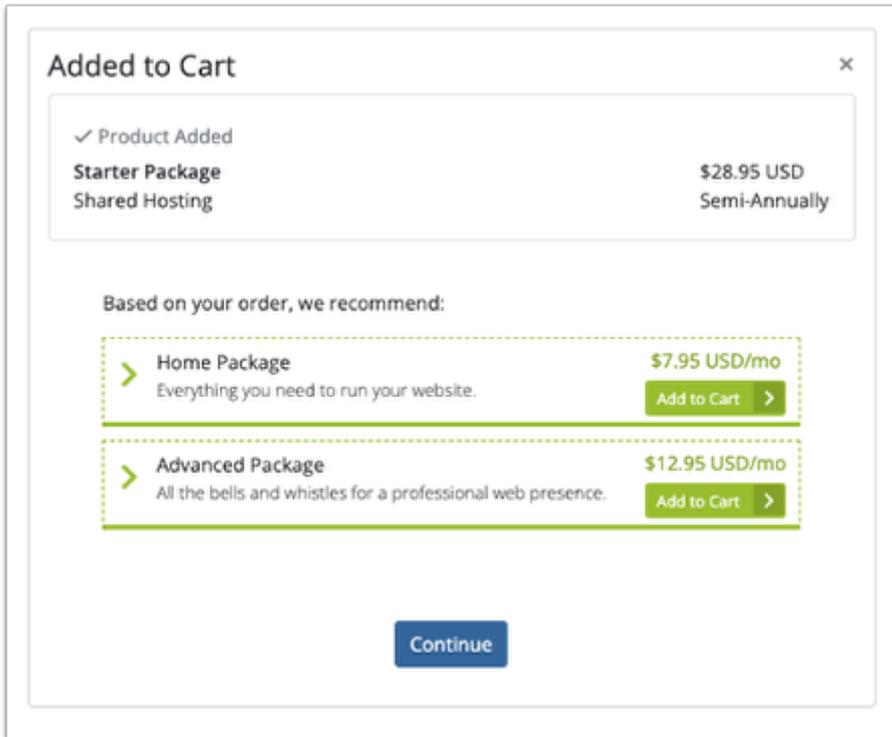
A. Create or edit the product.

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.



C. Click **Save Changes**.

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



The screenshot shows a modal window titled "Added to Cart" with a close button (X) in the top right corner. Inside the modal, there is a confirmation message: "✓ Product Added". Below this, the added item is listed as "Starter Package Shared Hosting" with a price of "\$28.95 USD Semi-Annually".

Below the confirmation, a section titled "Based on your order, we recommend:" contains two recommended packages, each enclosed in a dashed green border:

- Home Package**: \$7.95 USD/mo. Description: "Everything you need to run your website." Includes an "Add to Cart" button with a right-pointing arrow.
- Advanced Package**: \$12.95 USD/mo. Description: "All the bells and whistles for a professional web presence." Includes an "Add to Cart" button with a right-pointing arrow.

At the bottom center of the modal is a blue "Continue" button.