

# ***ORDER POWER!***

## **Cross-Sell Groups**

**User Guide Release 4.0.1**



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***ORDER POWER!*** Cross-Sell Groups

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# Cross-Sell Groups

**Cross-Sell** refers to the process of suggesting “related merchandise” to a customer during order entry for the purpose of increasing sales potential at the point of sale. For example, in a traditional mail order environment, when a customer purchases an exercise machine, the order taker might suggest a pulse meter or a set of free-weights to go along with the machine

A **Cross-Sell Group** is a list of **Items** that displays when you order an **Item** that has that group’s code in the **Item** master record. You can assign multiple **Cross-Sell Groups** to any **Item**.

## Working with Cross-Sell Groups

There are several steps required for setting up **Cross-Sell Groups** in **ORDER POWER!**, and some that are only required for setting up **Cross-Sell Groups** on your *Web Store*.

- To set up **Cross-Sell Groups** .....see below
- To set up **Cross-Sell Items** .....see page 5
- To set up **Cross-Sells** on your *Web Store*.....see page 8

### Setting up the Company Profile for Cross-Sells

1. From the **ORDER POWER! Main Menu**, select: **Work with Files > Company Profile** then press **F15** (Maint).
2. Select **Order Entry**, then press **Enter** three times to display *Company Profile panel 4.2*.
3. Complete this field:

#### Hold Cross-Sell Selection

Type **Y**(es) or **N**(o) to indicate whether or not you want to display **Cross-Sells** for an item immediately after the **Item** has been ordered, or defer **Cross-Sells** until after all **Items** are ordered. If your company compensates order takers for **Cross-Sells**, deferring **Cross-Sells** eliminates the issue of whether the customer would have ordered the **Item** without being “sold” the **Item**.

4. Press **Enter** to update the **Company Profile**.

### Setting up Cross-Sell Groups

From the **ORDER POWER! Main Menu**, select: **Work with Files > Cross-sell Groups**, then press **Enter** to display the *Cross-sell Group Inquiry panel (figure 1)*.

```

OP! 4.0 DEVELOPMENT - CO# 001
Pstn : _____ Cross-sell Group Inquiry Show Delete : _
2=Change 5=Display 6=Extended Description 8=Items

Group      Description                               Del
-  AWBXSELL TechWriter Test Group
-  BONNIE   Bonnie's Cross-Sell Group
-  COMMUNI CAT Communication Equipment
-  CROSS-SELL CROSS SELL
-  DOG      Dog
-  DRESS    Cross Sell for Dresses
-  KAREN    Karen's Cross Sell Test
-  MARINE   Marine
-  MEDI TATION Meditation Collection
-  MENTAL   Mental Health
-  MENTOROM Mentorom Multimedia
-  MOVIECLASS Movie classics
-  NOCROSSELL no crosssell message
-  NOZZLE   Nozzles
-  NVETT    Diet Aids

More...
F1=Help F3=Exit F6=Create F7=Bkwd F8=Fwd F10=Top F12=Cancel F18=Bot F21=Print
  
```

*Cross-sell Group Inquiry panel (figure 1)*

These actions are available, in addition to the standard **ORDER POWER!** functions:

Action	Description
2=Change	Display <i>Cross-sell Group Update panel (figure 3)</i> to work with a <b>Cross-Sell Group</b> .
5=Display	Display a window similar to <i>Cross-sell Group Update panel (figure 3)</i> to view the <b>Cross-Sell Group</b> .
6=Extended Description	Display the <i>Extended Description Inquiry window (figure 11)</i> to work the Cross-Sell Group's <b>Extended Descriptions</b>
8=Items	Display the <i>Cross-sell Item Detail Inquiry window (figure 4)</i> to work with <b>Items</b> in the <b>Cross-Sell Group</b>
F6=Create	Display the <i>Cross-sell Group Prompt panel (figure 2)</i> to create a new <b>Cross-Sell Group</b>

### To create a new Cross-Sell Group

1. On the *Cross-sell Group Inquiry panel (figure 1)*, press **F6** (Create) to display the *Cross-sell Group Prompt panel (figure 2)*.

OP! 4.0 DEVELOPMENT - CO# 001  
Cross-sell Group Prompt

Cross-sell Group  
\_\_\_\_\_

F1=Help F3=Exit F12=Cancel

*Cross-sell Group Prompt panel (figure 2)*

1a. Complete this field:

**Cross-sell Group**

Type a user-defined code that you want to assign to a list of **Items**. This list displays in **Order Entry**, or on your *Web Store* when you order an **Item** that has that group's code in the **Item** master record.

1b. Press **Enter** to display the *Cross-sell Group Update panel (figure 3)*.

**To change a Cross-Sell Group**

1. On the *Cross-sell Group Inquiry panel (figure 1)*, type **2** (Change), beside the **Cross-Sell Group** you want to work with, then press **Enter** to display the *Cross-sell Group Update panel (figure 3)*.

OP! 4.0 DEVELOPMENT - CO# 001  
Cross-sell Group Update

Cross-sell Group	MOVIECLASS
Description	<u>Movie classics</u>
Cross-sell Message	<u>A Movie Buff? Watch all of our movie classics</u>
?Detail Note Comment Code	_____
?Web Picture	_____
Link to Web Page	(Path=/op/001c/img/)
Name of Link	_____

Delete \_

F1=Help F3=Exit F4=?List F12=Cancel

*Cross-sell Group Update panel (figure 3)*

2. Complete these fields:

**Description**

Type a description of the group of **Items** you are defining.

**Cross-sell Message**

Type a message that you want to display in **Order Entry** when you order an **Item** that has that **Cross-sell Group's** code in the Item master record.

**Detail Note Comment Code**

Type a user-defined alphanumeric code that you want to assign to a detail line note, associated with this **Cross-Sell Group**.

**Web Picture**

Type the name of the picture file that you want to represent this **Cross-sell Group** on your *Web Store*. You must save this file in your op\xxx\img folder (where xxx=company) on the AS/400.

**Link to Web Page**

Type the full name of an HTML file, including the extension, you want to display when a web shopper clicks on this hyperlink. (This is an “Info page,” associated with this **Cross-Sell Group**. For more about “Info pages,” see the *Web Store User Guide*.)

**Name of Link**

Type the text you want to display on the *Web Store* for this hyperlink.

3. Press **Enter** to update the **Cross-Sell Group**.

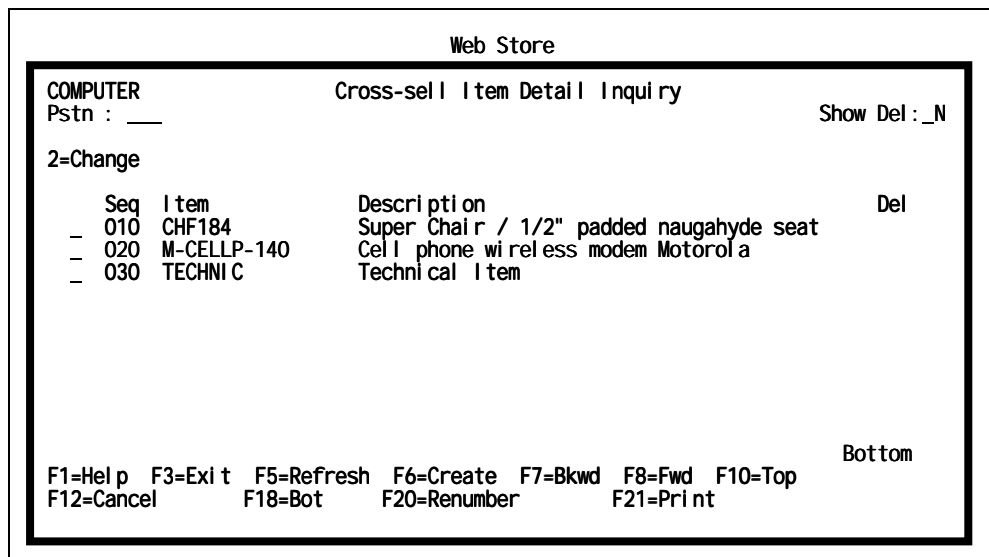
**To display a Cross-Sell Group**

1. On the *Cross-sell Group Inquiry panel (figure 1)*, type **5** (Display) beside the **Cross-Sell Group** you want to work with, then press **Enter** to display the *Cross-sell Group Display window* similar to *Cross-sell Group Update panel (figure 3)*.

**To add an Item to a Cross-Sell Group**

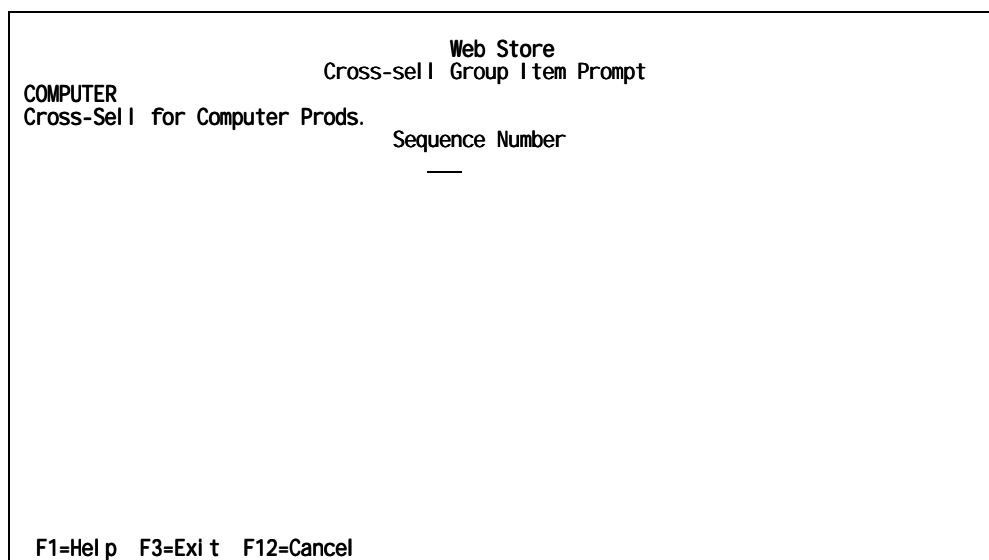
1. On *Cross-sell Group Inquiry panel (figure 1)*, type **8** (Items) beside the **Cross-Sell Group** you want to work with to display the *Cross-sell Item Detail Inquiry window (figure 4)*.





*Cross-sell Item Detail Inquiry window (figure 4)*

2. Press **F6** (Create) to display the *Cross-sell Group Item Prompt* panel (figure 5).



*Cross-sell Group Item Prompt panel (figure 5)*

3. Complete this field:

**Sequence Number**

Type a number to designate the relative position of this **Item** in the list of **Items** in the **Cross-Sell Group**.

4. Press **Enter** to add the **Item** to the **Cross-Sell Group**.

## Setting up an Item's Cross-Sell Groups

### *To work with an Item's Cross-Sell Groups*

1. From the **ORDER POWER! Main Menu**, select: **Work with Files > Items** to display the *Item Selection panel*.

2. Type the **Item** number you want to work with in the **Item Code** field, then press **Enter** to display the *Item Inquiry panel*.
3. Type **26** (Cross-sell) beside the **Item** you want to work with, then press **Enter** to display the *Item/Cross-Sell Groups window* (figure 6).

```

                Sharpri nt
26=Cross-sel l      Pstn :          Item/Cross-Sel l Groups      Show Del : N
                    Item : INK
                    2=Change  5=Di spl ay
                    Cross-sel l
                    Opt  Seq#  Group      Descri pti on      Del
                    -    1    WRITING  Authoring Tool s
                    -    2    JEWELRY   Jewel ry Cross-Sel l Group
                    Bottom
                    F1=Hel p  F3=Exi t  F6=Creat e  F7=Bkwd  F8=Fwd  F10=Top
                    F12=Cancel F18=Bot  F21=Pri nt
F1=Hl p F3=Ext
  
```

*Item/Cross-Sell Groups window (figure 6)*

**To associate a Cross-Sell Group with an Item**

1. On the *Item/Cross-Sell Groups window* (figure 6), press **F6** (Create) to display the *Item/Cross-Sell Groups Prompt panel* (figure 7).

```

                Sharpri nt
                    Item/Cross-Sel l Groups Prompt
Item : INK
                    Seq. #
                    —
                    F1=Hel p  F3=Exi t  F12=Cancel
  
```

*Item/Cross-Sell Groups Prompt panel (figure 7)*

2. Complete this field:

**Seq. #**

Type a sequence number you want to assign to the group you are adding to define its position relative to other **Cross-Sell Groups** for this **Item**.

3. Press **Enter** to display the *Item/Cross-Sell Groups Update panel (figure 8)*.

Item : INK		Seq. #
?Cross-Sell Group _____		3
Information 1	_____	
Information 2	_____	
Information 3	_____	
F1=Help F2=Unprotect F3=Exit F4=?List F12=Cancel		Delete _

*Item/Cross-Sell Groups Update panel (figure 8)*

4. Complete this field:

**?Cross-Sell Group**  
Type the name of the **Cross-Sell Group** that you want to add to this **Item**.

5. Press **Enter** to update the **Item** file.

## Setting up Cross-Sells on your Web Store

Before setting up **Cross-Sells** for your *Web Store*, you must set up the **Cross-Sell Groups** and **Cross-Sell Items** in **ORDER POWER!** as described in the previous two sections.

### To set up Cross-Sells on Web Store Profile

1. From the **ORDER POWER!** *Web Administration panel*, select **Web Store Profile Maintenance** to display the *Web Store Profile Maintenance panel* (figure 9).

WEB STORE				
Pstn :	Web Store Profile Maintenance			Show Delete : N
2=Change 5=Display 6=Demographics 7=Tenders 8=Ship Vias 9=Start 10=End				
11=Meta-Tags 12=Import Ref Info 15=Web Comment Codes 16=Display Sequences				
17=Search Column Assignment 18=Coupons 19=Shipping Warehouses				
Opt	Store	Description	IP Address	Del
—	1	Clara's Web Store in OPI 4.0	100.100.100.36	
—	2	Armando's 4.0 site	100.100.100.35	
—	3	General Wlg	100.100.100.49	
—	6	Gary's Web Site	100.100.100.39	
—	7	Joyces Test Site - do not disturb	100.100.100.44	
				Bottom
F1=Help F3=Exit F6=Create F7=Bkwd F8=Fwd F10=Top F12=Cancel F18=Bot F21=Print				

Web Store Profile Maintenance panel (figure 9)

2. Type **2** (Change) beside the profile you want to change, then press **Enter** to display the *Web Store Profile Update menu*.
3. Select Cross-Sell Groups then press **Enter** to display the *Web Store Profile Update Panel 11* (figure 10).

WEB STORE		Panel 11
Cross-Sell Options	Web Store Profile Update	
Do you want to disengage Cross-sell features	—	Y/N
Cross-Sell Group Display format	—	P=Picture, or S>Select Box
Cross-Sell Item Display Sequence	—	I=Item, D=Description, S=Seq number
Display Cross-sell groups after ordering item	—	Y/N
If no Cross-sell groups		
Do you want to display shopping cart or item list	—	S/I
On Item Detail Panel		
Do you want to display a "L"ink to Cross-sells; display Cross-sell "G"roups; or "N"either	—	L/G/N
Label for Cross-sell Link	_____	
On Shopping Cart Panel		
Do you want to display Cross-sell Link	—	Y/N
Label for Cross-sell Link	_____	
On Order by Item Number Panel		
Do you want to display Cross-sell Link	—	Y/N
Label for Cross-sell Link	_____	
F1=Help F3=Exit F12=Cancel F23=User		

Web Store Profile Update Panel 11 (figure 10)

4. Complete these fields:

**Do you want to disengage Cross-Sell features**

Type **Y**(es) or **N**(o) to indicate whether you want your *Web Store* to display links to **Cross-Sell** merchandise.

**Cross-Sell Group Display format**

Type a code to specify if you want to display **Cross-Sell Subgroups** as a graphic image or in a dropdown box.

- P** (icture)
- S** (Select Box)

**Cross-Sell Item Display Sequence**

Type a code to specify the order you want to display **Cross-Sell Items**.

- I** (tem Number)
- D** (escription)
- S** (Sequence Number)

**Display Cross-sell groups after ordering item**

Type **Y**(es) or **N**(o) to indicate whether or not you want to display the applicable Cross-sell groups after a shopper orders an **Item**.

**If no Cross-Sell groups**

**Do you want to display shopping cart or item list**

Type a code to indicate the next page a shopper sees after clicking “**Add**” to order an **Item**, when there are no **Cross-Sell Groups** for that **Item**, or if you are not using **Cross-Sell Groups**.

- S** (hopping Cart)
- I** (tem List)

**On Item Detail Panel**

**Do you want to display a "L"ink to Cross-Sells; display Cross-Sell "G"roups; or "N"either**

Type a code to indicate which format (if any) you want to display **Cross-Sell Groups** for **Items**.

- L** (ink)
- G** (roups)
- N** (either)

**Label for Cross-Sell link**

Type the text you want to appear as hyperlinks leading **Cross-Sell Groups** for **Items**.

**On Shopping Cart Panel:**

**Do you want to display Cross-Sell link**

Type **Y**(es) or **N**(o) to indicate whether you want your *Web Store* to display a hyperlink to **Cross-Sell Groups** for **Items** on the *Shopping Cart page*.

**Label for Cross-Sell link**

Type the text you want to appear as hyperlinks leading **Cross-Sell Groups** on the *Shopping Cart page*.

**On Order by Item Number Panel:**

**Do you want to display Cross-Sell link**

Type **Y**(es) or **N**(o) to indicate whether you want your *Web Store* to display a hyperlink to **Cross-Sell Groups** for **Items** on the *Order by Item Number Panel* page.

**Label for Cross-Sell link**

Type the text you want to appear as hyperlinks leading **Cross-Sell Groups** for on the *Order by Item Number* page.

5. Press **Enter** to update the *Web Store*.

**Cross-Sell Group Maintenance for the Web Store**

In a traditional mail order environment, when a customer purchases an exercise machine, the order taker might suggest a pulse meter or a set of free-weights to go along with the machine. The *Web Store* uses your **ORDER POWER! Cross-sell Groups** do this for you. You can combine several different approaches to displaying **Cross-sell Groups** on your *Web Store*.

- A **Cross-sell Group** page displays when a web shopper orders an **Item** that is defined as a member of a **Cross-Sell Group**. To do this, type **Y**(es) in the **Display Cross-Sell groups after ordering item** field on the *Web Store Profile Update Panel 11* (figure 10).
- A link (either graphic, or a dropdown list) displays on the **Item** detail page beside an **Item** that is defined as a member of a **Cross-Sell Group**. Complete the **Cross-Sell Group Display format** field on *Web Store Profile Update Panel 11* (figure 10) to select which option you prefer.

A hyperlink displays on the **Shopping Cart** page beside an **Item** that is defined as a member of a **Cross-Sell Group**. To do this, type **Y**(es) in the **On Shopping Cart Panel: Do you want to display Cross-sell Link** field on the *Web Store Profile Update Panel 11* (figure 10).

**To create Cross-Sell Group Extended Descriptions for the Web**

1. From the **ORDER POWER! Main Menu**, select: **Work with Files > Cross-sell Groups** to display the *Cross-sell Group Inquiry* panel.
2. Type **6** (Ext Desc) beside the **Cross-Sell Group** you want to work with, then press **Enter** to display the *Extended Description Inquiry* window (figure 11).
3. Follow the “To work with Extended Descriptions” procedure below.

**Working with Extended Descriptions**

An **Extended Description** in **ORDER POWER!** is free form text that you may choose to make available online for information purposes, or in some cases, to print on shipping documents, invoices, etc. On the *Web Store*, **Extended Descriptions** can be designated to appear beside the **Cross-Sell Group** they describe.

**To work with Extended Descriptions**

On the *Cross-sell Group Inquiry* panel (figure 1), type **6** (Ext Desc) beside the **Cross-Sell Group** you want to work with, then press **Enter** to display the *Extended Description Inquiry* window (figure 11).

```

OP! 4.0 DEVELOPMENT - CO# 001
Pstn : _____
2=Change 5=D
Group
6 AWBXSELL
- BONNIE
- COMMUNIC
- CROSS-SE
- DOG
- DRESS
- KAREN
- MARINE
- MEDITATI
- MENTAL
- MENTOROM
- MOVIECLA
- NOCROSSE
- NOZZLE
- NVE99
F1=Hel p F3=Ex
Extended Description Inquiry
Pstn: _____ Show Delete N
AWBXSELL
TechWriter Test Group
Comment
Code Extended Description Line Del
AWB Pens and paper and quills 1
Bottom
F1=Hel p F3=Exit F6=Create/Change F7=Bkwd F8=Fwd F9=Copy
F10=Top F12=Cancel F16=Line Sequence F18=Bot F21=Print

```

Extended Description Inquiry window (figure 11)

These actions are available, in addition to the standard **ORDER POWER!** functions:

Action	Description
F6=Create/Change	Display <i>Cross-Sell Extended Description Update panel</i> (figure 12) to work with the <b>Cross-Sell Group Extended Description</b>
F16=Sort Sequence F16=Line Sequence	Toggles the display between sorting on the <b>Comment Code</b> and sorting on the line number

### To create or change an Cross-Sell Extended Description

1. On the *Extended Description Inquiry window* (figure 11), press **F6** (Create/Change) to display the *Cross-Sell Extended Description Update panel* (figure 12).

```

OP! 4.0 DEVELOPMENT - CO# 001
AWBXSELL Cross-Sell Extended Description Update Show Delete : N
TechWriter Test Group
?Comment
Code Extended Description Deleted Line #
AWB Pens and paper and quills - 1
- - 2
- - 3
- - 4
- - 5
- - 6
- - 7
- - 8
- - 9
- - 10
- - 11
- - 12
- - 13
- - 14
- - 15
More...
F1=Hel p F3=Exit F4=?Li st F7=Bkwd F8=Fwd F10=Top F12=Cancel F18=Bottom

```

Cross-Sell Extended Description Update panel (figure 12)

5. Complete these fields for each comment, depending on its purpose:

**?Comment Code**

Type your **Web Comment** code (see the *Web Store Users Guide*) for each comment line you want to appear as on your *Web Store*. (You can also use your other non-WEB codes for each **Cross-Sell Group**.)



**Remember:**

You must use a Comment Code that you have defined to appear on the *Web Store* or it will not display.

**Extended Description**

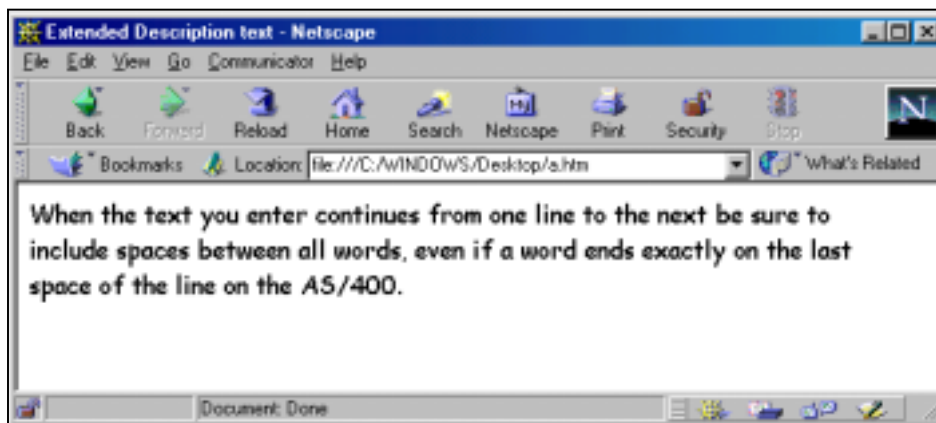
Type an additional description of a **Cross-Sell Group** that you want to appear on your *Web Store*. The description you type here will flow into the *Cross Sell Items* page on your *Web Store*.

See "the *Web Store Users Guide* for complete instructions.

When the text you enter continues from one line to the next be sure to include spaces between all words, even if a word ends exactly on the last space of the line on the AS/400. Sometimes, this means starting a new line using a space. For example, if you enter this:

?Comment Code	Extended Description	Deleted	Line #
WEB	When the text you enter continues from o	-	1
WEB	ne line to the next, be sure to include	-	2
WEB	spaces between all words, even if a word	-	3
WEB	ends exactly on the last space of the l	-	4
WEB	ine on the AS/400.	-	5
---	-----	-	6

You might see the following in your browser:



The line breaks that display on the browser depend on the size of the font you have specified, not the line breaks displayed on the AS/400 panel.

If you are feeling creative, you can also include HTML codes for character formatting and hyperlinks. So, if you enter this:



?Comment	Code	Extended Description	Deleted	Line #
	WEB	The HTML tag for a line break is   Yo	-	1
	WEB	u can make text <small>smaller</small> o	-	2
	WEB	r try using <i>italics</i> for emphasis.	-	3
	WEB	Or include a <a href="http://www.csi flo	-	4
	WEB	ri da.com">hyperli nk</a>.	-	5
			-	6

You might see the following in your browser:

