

Cross Selling – Realizing Growth Potential Now

Your revenue potential with existing clients has not yet been fully leveraged? The hard work of acquiring the customer is done, but growth is limited? Your acclaimed products are not bought by customers? And the sales effort feels unsatisfying high?

The offered Cross Selling Method solves those issues - **fast and effective** - for companies with a strong product portfolio that deserves a broader appreciation by its clients - and growth in revenue and income.

Objectives and Results

Selling successful products to existing customers

- Probability of success for this combination tops alternatives
- Reduction of effort by putting existing relationships to work (vs cold calling)
- Deploying your existing capabilities in production, service, and delivery

Immediate execution of the action plans

- Revenue growth through execution-optimized customer action lists
- Buildup of market intelligence for specific customer - product - combinations
- Sales force motivation through higher success rates with reduced effort

Offer and Deployment

Three pragmatic steps to be done jointly with business / sales leadership and finance.

You decide on the continuation of the project after each step based on the results.

1. Analysis

What potential is available for my company?

Day

- 0 Receiving customer data, i.e. product revenue per customer
- 1 Processing and creation of the potential-analysis
- 2 Information of sales management with specific actions and sales targets (anonymised)

Decision: Piloting – yes/no

Day 0 to 2

Price: 420 €

Base analysis (anonymised) for up to **250 customers** and **50 products**

All prices plus statutory VAT / travel expenses

2. Piloting

How can the method be deployed effectively?

Day

- 3 Validation / company specific adjustments
- 4 Set up customer actions lists for pilot
- 5 Training sales force of pilot area
- 6-15 **Pilot phase [first revenue!]** with coaching of sales leadership
- 16 Result measurement
- 17 Information sales leadership
- Decision: Roll-Out – yes/no**
- 18 Re-Validation/Adjustments
- 19 Set up customer actions lists
- 20 Training sales force

Day 3 to 20

4.420 € + revenue share

2,4% of revenue growth over first twelve months

3. Implementation

Growth in revenue and profits

- Additional sales force training eg for phased roll out
- Coaching of sales leader(s) during roll out phase
- Continued support on reporting, analysis, and customer action lists
- Supplementing analysis on product-/service-combinations
- Broader deployment of the method for assessment of sales employees
- Integration of product mgmt., customer service, logistics, etc.

as of day 21

from 375 €/mth

Individual arrangements as to specific requirements

With this offer you identify and realize the sales potential with your customers and can put your strong product portfolio to action.

Start NOW and get in touch!

Contact details

Signature

