Frontend.biz

Deriving useful and executable action plans by making sales potential visible is core objective of the Cross Selling method. Deployment with strict performance mgmt delivers quickly a solid base for revenue growth – one cannot stay passive but is nudged to materialize the potential inherent in the business.

You have it all: good products, strong customer base, and competent employees.

Even the potential is there! But it is not visible to you and therefore not surfaced nor materialized.

With 75 customers and 20 products there are 1,500 possible sales combinations – and most of them are not realized (= no sale of this customer-product-option). But where to start? Which are the most promising 20 to start with?

The analysis of our Cross Selling method will surface the potential and prioritize your opportunities. In short: we show which products are most promising to which customer.

This is being visualized in a customer-product-matrix from which customer action plans are derived. Line by line there is a customer-product-combination with a specific sales potential. The inherent prioritization leads to a clear order that can be easily and fast executed. Simple and effective.

Deployment with the sales team is made easy and because they will see quick results helping with their sales-targets they will actually enjoy it – success drives success.

At the same time the leadership discussions can be elevated to another level of effectiveness. Sales targets and action plans are more precise and there is less room for excuses.

Visual potential leads to successful execution of action plans (= sales and income growth).

Has the customer discussion taken place? Is there an order? If not, what was the specific customer feedback? Those are simple questions and an effective method leading to result-oriented and rational discussions.

It becomes hence a joint effort focused on the sales results for the company; a factor very critical in a context of external financial pressure.

Analysis and deployment can be further refined over time, e.g. by looking at product-bundles or by evaluating the specific strengths of the various sales teams.

But "first things first": We start with the obvious potential, realizing those immediate opportunities to increase sales short term.

This will convince internal and external stakeholders, providing your support and time for other business development activities required.

Our offer:
We support business owners and sales leaders to create sales growth with existing clients when being under (external) pressure.

With 30 minutes of your time we can make a start and see how effective this method might be for your company