Identify and Expand Sales Opportunities with Existing Customers

SOEE what's new...

As employers continue to develop revenue growth strategies, outlining sales expectations is critical to success. Sales opportunities exist in many areas; **new sales, add-ons, cross-selling,** and **upselling**. Defining each type of sale will support internal communication and assignment of sales and revenue goals.

- **New Sales:** pursuing and securing new customers that are **not existing clients**
- **Add-ons:** expanding **current customer** relationship to other divisions, branches, subsidiaries
- **Cross-Selling:** selling adjacent products or services to **current customers**
- **Upselling:** upgrading or expanding existing products or services to **current customers**

Identifying solutions, and consulting on **value-added products** and **services** will strengthen **customer relationships** and develop deeper levels of **trust**.

SOEE what's the solution...

Evaluation of **Sales Channels, Segmentation Analytics,** and **CRM Technology** can greatly enhance upsell, cross sell, and add-on opportunities. Organizing and aligning these disciplines allows sales strategy to pivot to a more effective **Account Based Selling** approach.

Sales Channels: Identification and responsibility for each type of sales opportunity
Common channels include:
- Inside Sales and Field Sales (Direct Channels)
- Partner Sales (Reseller, Referral, Distributors - Indirect Channels)
- Account Management, Client Relations, and Customer Success Teams (Direct Channels)

Segmentation Analytics: Build and leverage customer data to identify high value conversations
- Capture data attributes within CRM technology
- Identify common data qualities of existing clients
- Develop ideal cross-sell, upsell, add-on targets

CRM Technology: Accelerate performance management through accountability
- Identify, isolate, and "tag" high value targets
- Create real-time dashboards and reporting analytics
- Increase enterprise visibility to evaluate and modify strategy

SOEE what's the value...

Data, process design, and **technology** play a **critical role** to the success of **customer revenue expansion**. The selection of customer targets must be precise, thoughtful, and measured. By leveraging a data-driven approach to isolate strategic customer conversations, time and resources can be managed more effectively.

The ABS framework is simply an organized approach to **strengthen customer relationships** and provide solutions to **support** the **customer's revenue growth strategy**. Becoming a conduit to customer success provides value, **improves retention** and **reduces customer churn**.