Webinar Series 2: How to develop customer portfolios

Increasing revenue with existing customers

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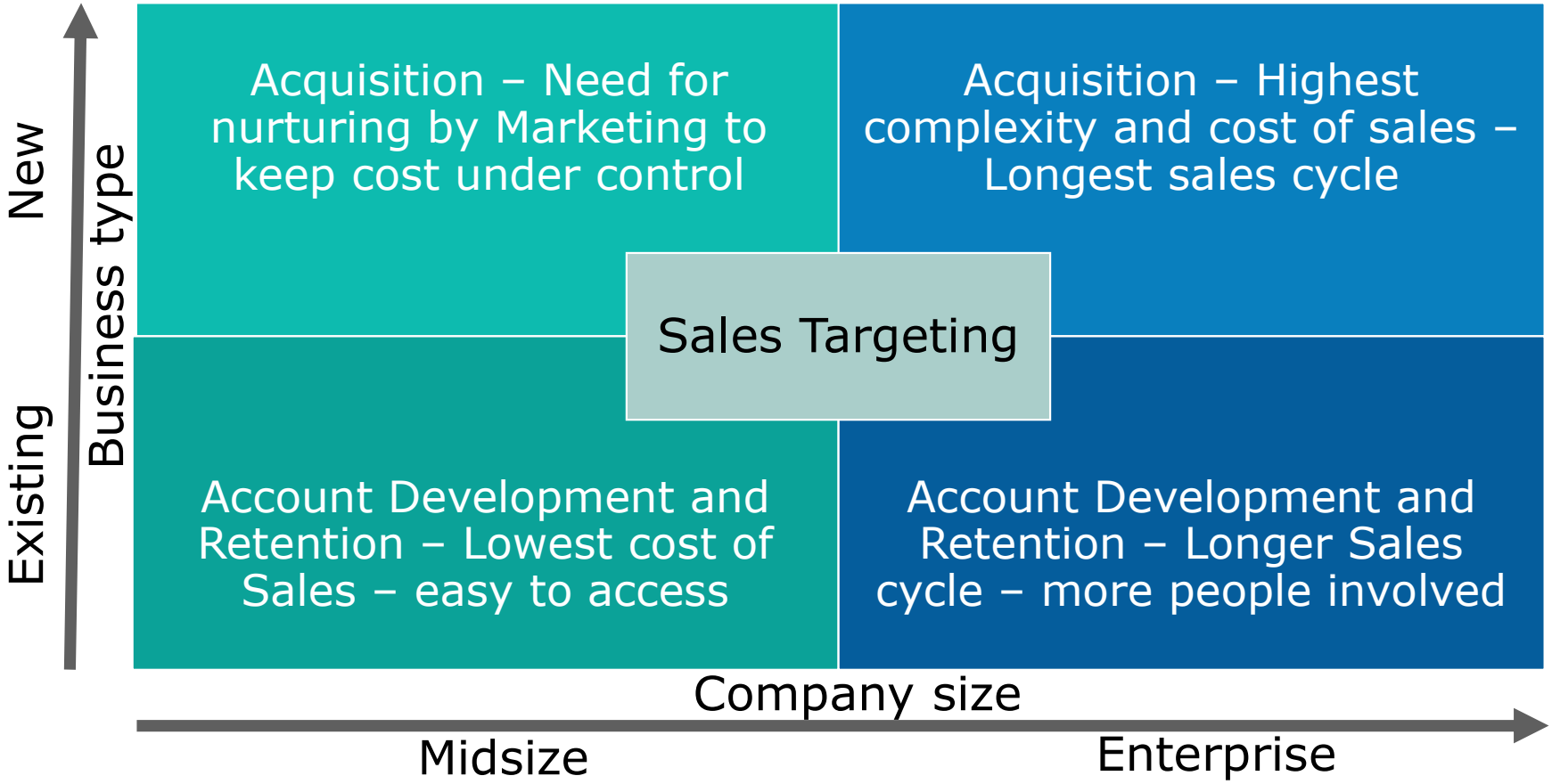
Commercial Excellence

Sales focus @ minimum cost of sales



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What we will cover

How to
Overcome the loyalty challenge
and also
Increase the share of wallet

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Different mindset

Look at
FUTURE POTENTIAL
instead of
previous achievement

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What we typically know for a fact

Current and Historic Spend

Share of Addressable Wallet

Loyalty and Relationship strength

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How most sellers spend their time in reality

Service, support, meetings and Fight the mailbox

Work on quotes and Price requests

Bizz dev and Building relations

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How we can improve

Prioritize based
on
Future Potential

Achievable
Share of Wallet

Engagement
strategy

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In summary: The name of the game

Achievable potential in 3 years' time

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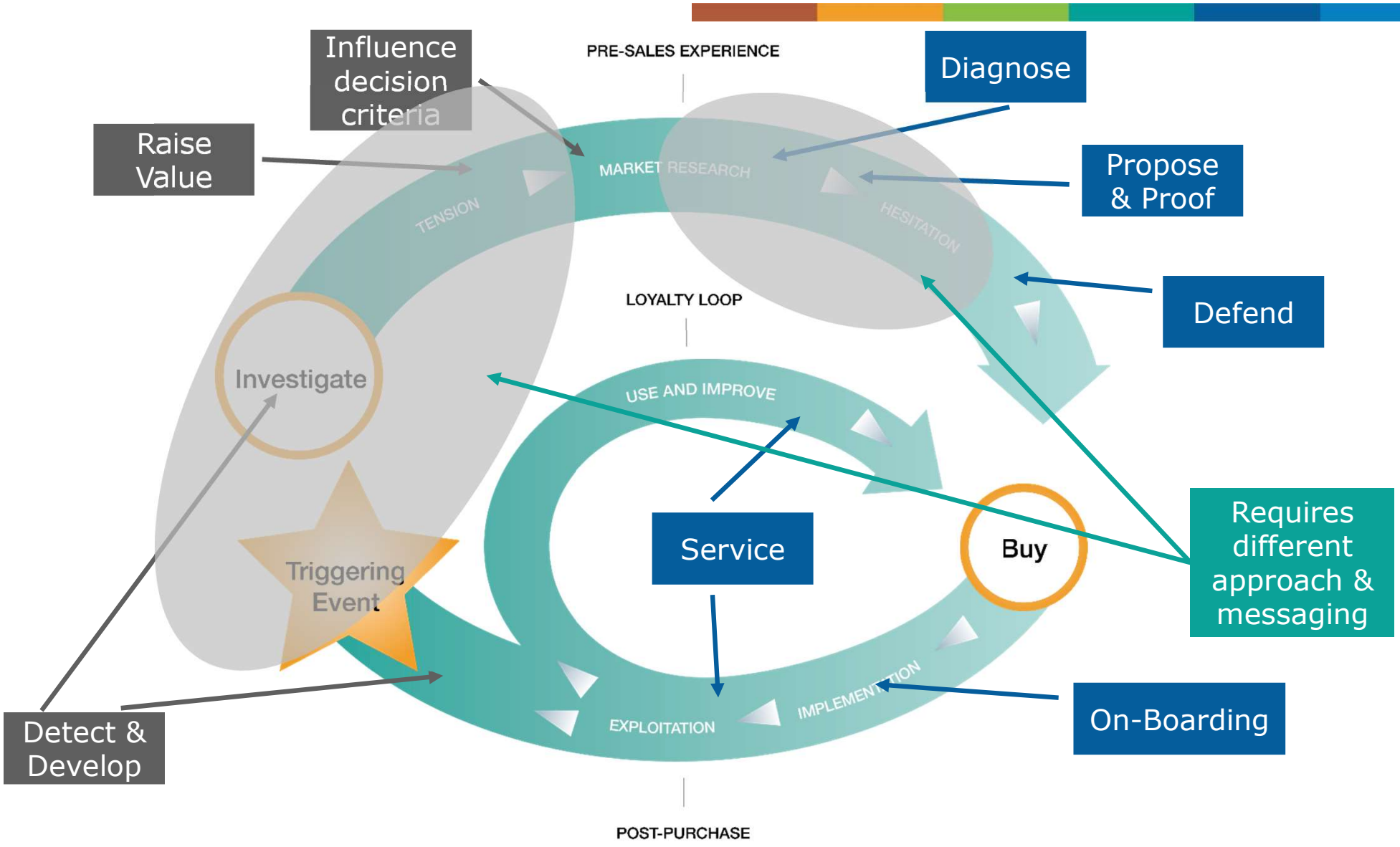
A different engagement strategy



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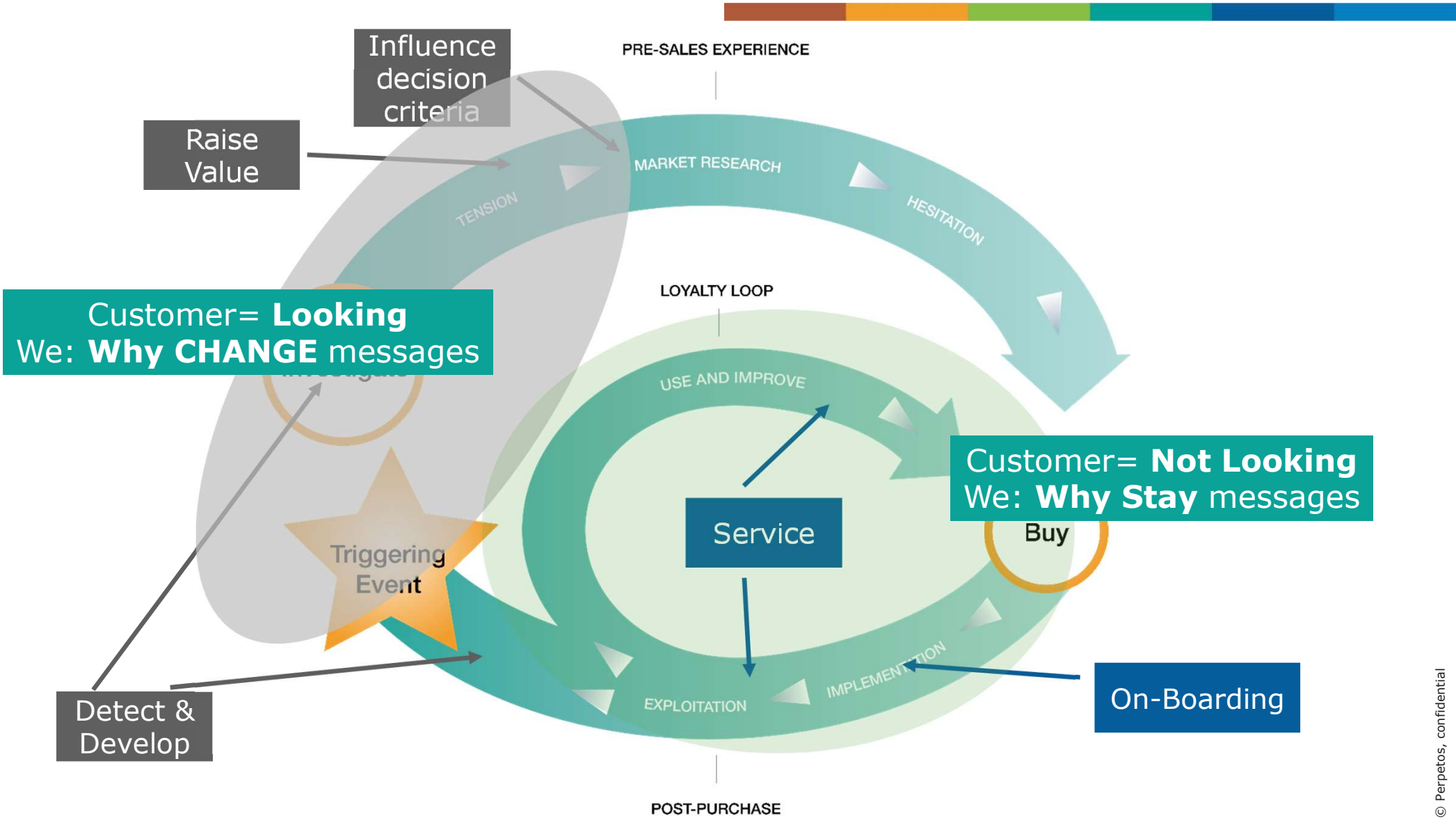

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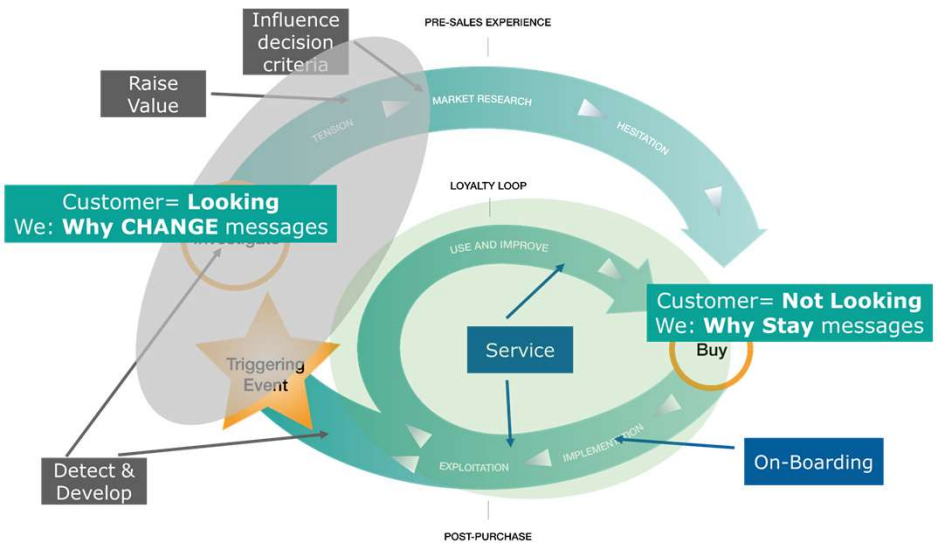
Avoid disruptive messaging with existing customers



- Understand the reasons for which a customer is willing to change in a foreseeable future
- Being disruptive with "why change" messaging undermining the going concern of existing vendor is what triggers change
- Defending is done with "Why Stay" messaging This means continuously make value and business impact tangible whilst keeping in touch with the entire buying center

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Conclusion

Activities based on combination of existing revenue and size of Achievable GAP

Why stay + incremental messaging

Engagement strategy

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