



SALESLEVERS

Grow & Retain

Why?

A number of our clients are involved in repeat selling on a regular basis to a broad portfolio of customers.

It is clear that it winning repeat business takes much less time and effort than winning new business (5-12x) so getting better at growing and keeping customers must make sense.

This has a major impact on Customer Lifetime Value (CLV) – average longevity of a customer multiplied by average spend. This in turn is a metric taken seriously by funders and investors.

What?

Skills, tips, techniques, and methodologies to grow customers

1 Why this matters

2 Strategies to grow share of wallet

3 Where will your growth come from?

4 Moving out of the bridgehead

5 Upselling

6 Cross-selling - 5 keys to success

7 Introducing new ideas

8 Defending against competitors

9 Managing margins

10 Keeping it fresh

How?

Training Ground: Develop salespeople through:

1. **Face-to-face workshops** (typically 3 days) using the most appropriate SalesLevers methodology from classic training to working on selected customers
2. **Remote learning** (typically mini-sessions building into a 10 hour programme) or
3. A **hybrid** approach.

Kitbag: Work on customer growth tools e.g., Sales Focus matrix



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Playbook: e.g., defending a customer from competitor attack

What if?

Assume your average customer longevity is 37 months and average spend is £2750 a month then your CLV is £101,750.

If by cross-selling or upselling, you increased the average spend to £3750 and by good customer contact you took longevity up to 50 months you will have increased your CLV to £187,500 – an increase of 84%. This will in turn increase the embedded value of your business.

Why SalesLevers?

By bringing together the development of people, the improvement of processes and the embedding of tools in the business we are able to deliver sustainable value that delivers short-term payback and increasing RoI over future periods.