



Up-sell/Cross-sell mini-app:

Sell more to your current customers

The problem

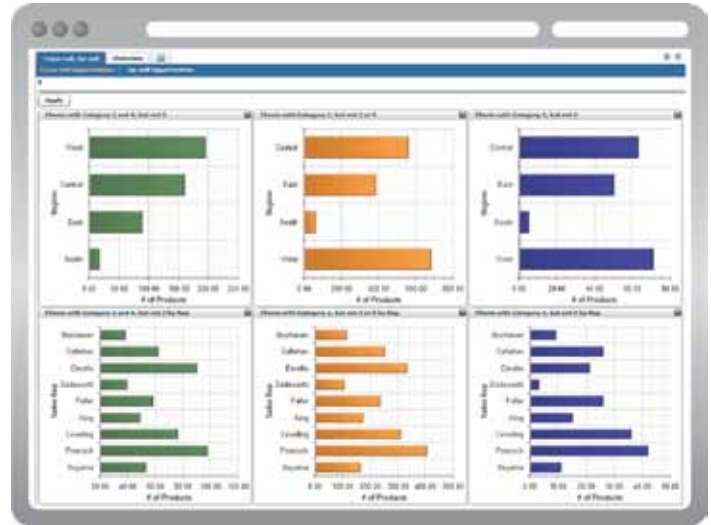
When you close a deal, you turn that client over to your delivery or support team. But what happens when that client needs an upgrade or the latest add-on? Chances are, you have no idea. In fact, you may be oblivious to all kinds of cross-sell and up-sell opportunities.

The answer

Advantenon can alert you to that low-hanging fruit by integrating your sales records with your customer service data. We quickly identify which clients are due for maintenance or upgrades--or who may need a new product or service. So when your three biggest clients are due for major upgrades, your sales team will be sure to know.

Mini-app Highlights

- Integrate sales and customer service data
- Identify new up-sell and cross-sell opportunities
- Learn which clients are due for maintenance or upgrades
- Determine which clients to target with new products or services
- Break down data by customer, vertical market, sales rep or region
- Drill down through multiple levels, i.e., region to territory to sales rep
- Get accurate, detailed information and meaningful analysis with drill-down ability
- See actionable, real-time data to make better-informed decisions
- See colorful, easy-to-read charts and graphs
- Access data on any platform, even mobile devices



View by region or rep all customers who have a single product/category but are missing a compatible product/category.



View opportunities to up-sell new products and add/renew maintenance contracts.



Reports & dashboards included

- Maintenance contracts expiring next month/quarter/year
- Customers without maintenance contracts
- Customers with gaps in product/service purchases
- Conversion rate of up-sell/cross-sell sales opportunities

Data sources we can connect to

- Invoice data from accounting system
- Pipeline info from CRM system
- User-created spreadsheets
- Call center management systems
- Customer service management systems
- Project management data
- Text file extracts from other systems
- Databases from other systems (SQL Server, Oracle, etc.)

Price

\$7,450

This price includes the mini-app, all reports and dashboards, and integration to your custom data sources.

Customer Name	Order #	Order #	Order #	Order #	Lead pr - Rate	Lead # pr - Rate #
Enterprise Totals	22	22	75	22	\$21,222	\$21
Regional Branch Offices	0	0	0	0	\$4,000	
Major Cities Offices	0	0	0	0	\$2,000	\$2
Shipping Unit	7	7	7	0	\$7,454	\$7
Office Offices	0	0	4	7	\$4,827	\$4
Office Branch Center	0	0	7	4	\$7,204	\$7
Customer	4	0	4	0	\$4,272	\$4
Headline	1	1	0	0	\$1,526	\$1

Customer Name	Lead pr - Rate	Lead # pr - Rate #	Current - Pending	Lead # - Pending
Enterprise Totals	\$21,222	\$21,279	\$21,222	\$21,279
Regional Branch Offices	\$4,000	\$4,000	\$4,000	\$4,000
Major Cities Offices	\$2,000	\$2,076	\$2,000	\$2,076
Shipping Unit	\$7,454	\$7,454	\$7,454	\$7,454
Office Offices	\$4,827	\$4,827	\$4,827	\$4,827
Office Branch Center	\$7,204	\$7,204	\$7,204	\$7,204
Customer	\$4,272	\$4,272	\$4,272	\$4,272
Headline	\$1,526	\$1,526	\$1,526	\$1,526

View and interact with the same data on your mobile device.