

USING HANDWRITTEN TO CROSS-SELL INTO NEW ACCOUNTS



BEAUTIFULLY HANDWRITTEN MESSAGES

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Challenge:

With year end on the horizon, it's easy to overlook the potential cross-sell value in the deals you have already closed. So goes the old adage, it's 10x easier to sell more to your existing customers than it is to find new ones.

Solution:

- *Finding Group Connections*
 - Explain to the decision maker (or key stakeholder) of your happy customer, that you feel you have grounds to grow the account and ask their permission for you to refer them by name to other areas of the business.
 - Go to the Companies House website (beta.companieshouse.gov.uk) and review the group structure of your client company which you can find through the PSC (Persons of Significant Control) tab. List out any associated businesses which may be a good fit.
 - Look through the details of those companies and identify any Company Officers with a similar title to your referrer. If they're not listed, head to the website or LinkedIn.
- *Finding Director Connections*
 - Look through each (Active) Officer of your customer's company and list out any additional appointments they currently have. With a well timed letter, you might just have found a C-Suite referral into to a new client.

Timing:

This approach is a great way to identify and win low hanging fruit. The ideal timing will depend on the complexity of your sales process and your typical sales cycle. It is also important to ensure you have left enough time for your customer to have realised the benefits from your product or service so that they will be happy to stand by their investment. As it engages senior decision makers via their own network, with proven ROI, it generally results in faster deals which means it's a useful tactic at any time throughout the year.

