



Upselling and Cross-Selling: Boosting Revenue from Existing Customers

Wednesday, March 26, 2025, 1:45 PM - 2:45 PM

Room 208B

Speakers

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Agenda

- Why Focus on Existing Customers?
- Understanding Your Customer Base
- Identifying Upselling & Cross-Selling Opportunities
- Crafting Compelling Value Propositions
- Effective Communication & Timing
- Leveraging Customer Data
- Building Trust & Enhancing Satisfaction
- Actionable Strategies & Best Practices
- Q&A

Why Focus on Existing Customers?

Cost-effectiveness: Acquiring new customers is significantly more expensive than retaining and growing existing ones.

Increased Lifetime Value (LTV): Loyal customers spend more over time.

Higher conversion rates: Existing customers are more likely to buy additional services.

Referral potential: Satisfied customers become brand advocates.

Understand Your Customer Base

Customer segmentation:

Demographics, usage patterns, service tiers, etc.

- Understand customer needs and pain points.
- Identify high-value customers and potential churn risks.
- Identify power users and low usage customers.

Identifying Upselling & Cross-Selling Opportunities

Upselling: Upgrading to higher-tier internet speeds, enhanced security features, managed Wi-Fi services.

Cross-selling: Bundling services (e.g., VoIP, home automation, streaming services), offering complementary hardware (e.g., mesh Wi-Fi systems).

Analyze your usage data to identify gaps and needs.

Crafting Compelling Value Propositions

- Focus on **benefits**, not just features.
- **Tailor messaging** to specific customer segments.
- Highlight the value of **enhanced experiences** and problem-solving.
- Use **clear, concise**, and persuasive language.

Effective Communication & Timing

Multi-channel approach: Email, SMS, in-app notifications, phone calls.

Personalized communication: Address customers by name, reference their usage patterns.

Strategic timing: During onboarding, contract renewals, service upgrades, or seasonal promotions.

Leveraging Customer Data

- Utilize your CRM and analytics tools.
- Analyze usage patterns, service history, and customer feedback.
- Predictive analytics to identify potential upselling and cross-selling opportunities.
- Personalization based on data-driven insights.
- Decide what data is most important to track.

Building Trust & Enhancing Satisfaction

- Provide exceptional customer service.
- Offer transparent pricing and clear communication.
- Solicit customer feedback and acting on it.
- Build long-term relationships through loyalty programs.
- Discuss the importance of customer support.

Actionable Strategies & Best Practices

- Develop targeted upselling and cross-selling campaigns.
- Provide training and resources for sales and support teams.
- Monitor campaign performance and make adjustments as needed.
- Continuously innovate and adapt to changing customer needs.
- Consider offering trial periods or discounts to encourage adoption.

Q&A



THANK YOU





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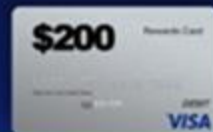
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Segmentation:

No options

Demographics

\$80

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