



Where will you find your next big account?



Chances are they're already your customer.

You've seen the statistics. Businesses have a 60 to 70% chance of selling to an existing customer while the probability of gaining new customers is anywhere from 5 to 20%! How are you leveraging your odds?

Most sales teams in mid-market firms are focused on making new connections and lose sight of the prospects right in front of them. SalesCORE will help you create a strategic plan to penetrate existing customers by working to develop the skills and tools needed to grow the accounts you have today.

SalesCORE helps you develop your right to win.

We understand the balancing sales act and the need to find new prospects while managing the the current business. Together, we work through the process of developing account relationships. This includes understanding issues that impact the client, your product and your competition. We give your sales teams the confidence that comes with knowing you have the right to win.

SalesCORE Strategic Account Management Grows Business

We help develop the skills and tools your sales team needs to:

- Understand the changing needs of an existing client
- Build a strategic plan for client growth that connects the right buyers with the right influencers
- Align Management and Sales with a client growth plan



Bottomline

The SalesCORE process will help you realize your potential and your right to win new business from existing clients.