



How to grow your subscription Upselling

Upselling is a strategy focused on innovating new offerings and add-on's and proactively offering those as value-adds to subscribed customers. Prevent your subscription portfolio become stale and uninteresting.

1. Innovate new offerings

Ensure your customer services and customer teams feeds into your R&D team and develop value driven new solutions .



Do

- Invest in innovation
- Get customer buy-in
- Plan launch of new offering



Don't

- Stray away from your core products
- Focus only on technology
- Keeps sales and customer services out of the innovation loop

2. Provide digital sales tools to create opportunities

Kick start upselling with the right tools to bring opportunities to the surface



Update your product portfolio and marketing



Generate upselling opportunities, segmenting the right customers



Transmit strong value propositions to your customers



Get in touch and move the opportunity forward

3. Ensure your customer is recognizing the value

Thorough customer understanding and mapping value is key to close upselling deals



- Make the value close to home for the customer
- Illustrate the enhanced value of present subscriptions
- Explain potential in small business cases



- Provide online or Teams based demo's
- Have add-on product collateral ready to download
- Build small Return-on-Investment cases and walk your customer through the calculations
- Provide the right pricing and licensing options



- When an upselling deal materializes, be ready to get your add-on or attach solution deployed fast and simple
- Offer any services or support plans
- Rate the customer experience

4. Use digital tools to accelerate customer communication

Use scalable and digital tools to communicate offerings and quotes to customer in the upselling process.



Do

- Create and record CRM Opportunities
- Follow up and record discussion in CRM
- Capture feedback and inputs in CRM
- Negotiate and record win or loss



Don't

- Record opportunities in stand alone apps
- Use disconnected system to capture info or documents
- Forget to involve other team members
- Capture details others cannot see or use

5. Keep on monitoring customer success

Post-selling and delivering new subscription add-ons always ensure that:



State your interest in the customer's position



Show appreciation to your customer base



Setup customer information meeting or webinars and keep the abreast of innovation coming up



Send a personalized follow up email or letter



Ask about next steps in the process and when to follow up



Small-to-Medium Businesses



Medium-to-Large Enterprises



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