

# An Ultimate Guide to Increase Your Revenue from Existing Customers



As customers buy and deploy products over the years, ideally as a partner you should be able to unlock opportunities to upsell/cross-sell additional products to your customers. However, unlocking these new business opportunities by sifting through thousands or even millions of records is humanly impossible.

## **But there is Hope!**

With the advancement in machine learning technology along with big data analytics, discovering meaningful insights from your historic sales data is now possible. These insights can prove to be very crucial when it comes to sales and revenue growth for an organization. There are systems that can analyze your transactional sales data and open new revenue opportunities for you which you would have never thought of. Some of the key features of these systems are:



Identify Net New Logos



Identify Dormant Customer Accounts



Identify White Space Opportunities



Leads generation and leads assignment

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*Channel Sales Simplified*

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