

# Is your sales pipeline drying up?



Retention of existing customers is the most important aspect of any business. These customers can generate incremental business opportunities for you.

According to the statistics:

- It costs 5 times less for an existing customer Vs a new customer.
- 60-70% success rate for an existing customer Vs 5-20% for a new customer

Key challenges while selling more to existing customers:

- Analyzing the customer's purchase data
- Lack of information on what more can be sold to them
- Assigning and tracking these opportunities

Once this information is available to the sales representative, it can definitely help you uncover potential buyers. Yagna's, "IB Explorer" a unique analytics platform can help you uncover such detailed insights from customers past sales data and can generate new business, leading to additional revenue.

Few simple steps to follow and you are all set to go:

- Upload customers sales transactional data
- Generate different graphs for analysis
- Identify your potential buyers
- Create a quote for the opportunity by setting up a CPQ system on Yagna
- Send quotes and business proposals

To avail a **Free 6 Months** trial, reach us on:  
[sales@yagnaiq.com](mailto:sales@yagnaiq.com)



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