Cross Selling Challenges

Solving the Last Mile Problem

KRONOLOGIC

Accept   Decline

Before We Start

Attachments: Speaker Info LinkedIn

Attachments: Slides / Company Info

Polls

Questions? Chat! & We will leave time at the end

KRONOLOGIC

POLL 1

How many distinct offerings or packages does your company sell?

- One main product
- Two to four flagship products
- Dozens
- Hundreds+

Introductions - Jonathon and Frank
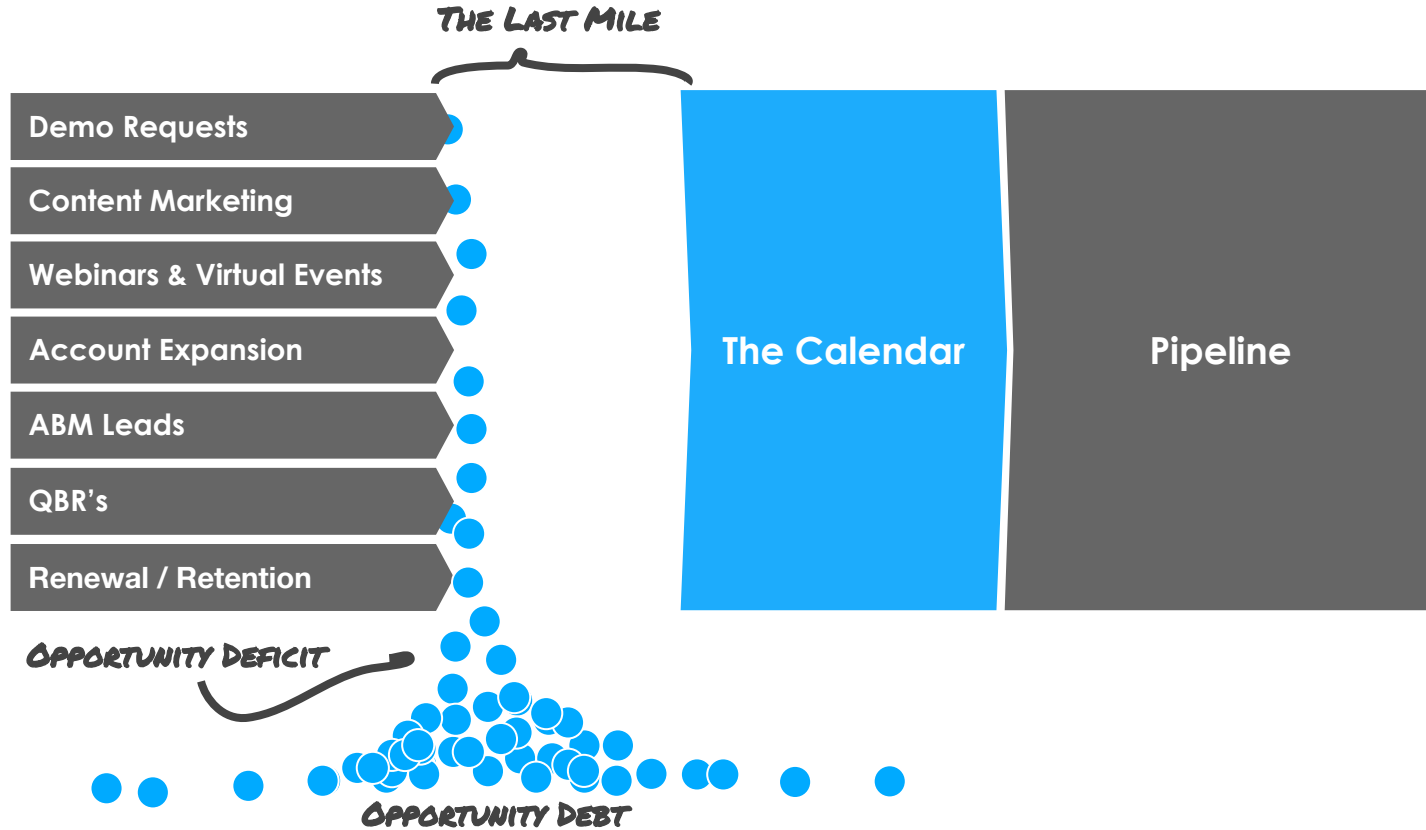# Enterprise Cross-Selling Experiences

Rackspace

- How is "cross selling" defined and deployed?
  - Incentivized?
- What do the team structures look like?
- What are your cross selling goals?

KRONOLOGIC

The Last Mile Problem

- What is the Last Mile Problem for marketing and sales teams?
- Is this a new acquisition concept only, or does it apply to cross selling?
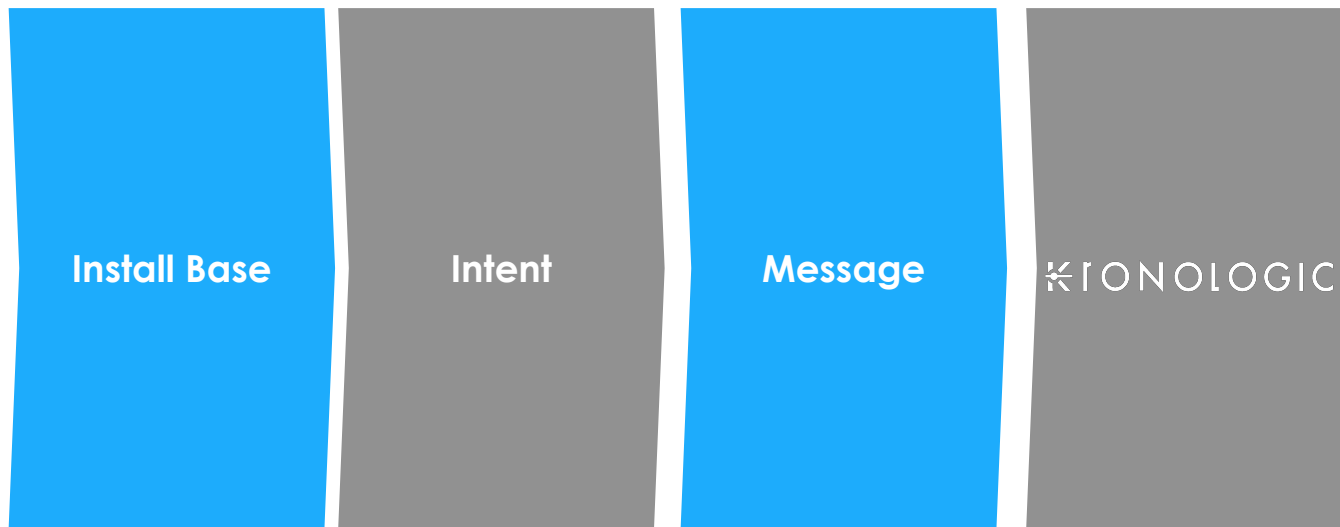
POLL 2

What is the #1 challenge introducing new solutions to existing customers and growing their account?

- Targeting
- Messaging
- Timing
- Prioritization & Incentives

Rackspace & Kronologic

- How does a world-class enterprise with so many solutions and alliances develop opportunities with customers… and close them?

Install Base **Intent** **Message** KRONOLOGIC

Put Dollars on the Calendar!

KRONOLOGIC

Campaign Ingredients = Users, Messaging, Contacts

First Name: John
Last Name: Johnson
Email: jj@rackspace.com
Meeting Link: https://thomson.zoom.us/j/1111

TRAINED SELLERS ON OUR TEAM WHO SYNC THEIR CALENDAR AVAILABILITY!

User Information/Management
(BDR/Sellers)

Target Contacts
(Lead Channel or File)

Messaging
(Email Messaging)

KꓤONOLOGIC

First Name: Robin
Last Name: Smith
Email: rsmith@customer.com
Account: Robin Communications

PROSPECTS AND CUSTOMERS WE WANT TO MEET WITH!
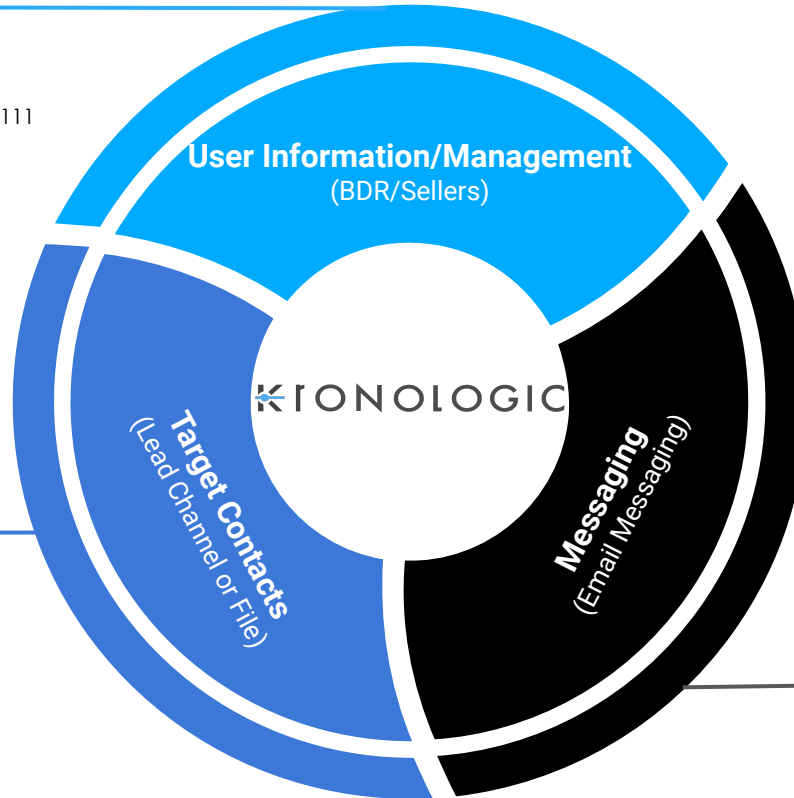
A SHORT, VALUE-ADDING REASON TO MEET!

Hi Robin,

My name is {{user_first_name}} and I focus on our ___ Cloud partnership at Rackspace. Thank you for checking out the {{content_download}}!

I would like to offer my expertise on ___ Cloud and how your business could benefit by scheduling a quick call with our team.

If you would be open to a call to learn more, please let me know if the attached time works for you.

Thanks!

John Johnson
Account Manager

Campaign Results

- Response rates and Acceptance rates differ by contact type and meeting type

Campaign	Leads	Responded	Accepted	Meetings
Business Cloud Partner		35.98%	2.27%	
Web Services Partner		98.9%	3.81%	
Security Review		99%	25.5%	

KRONOLOGIC

Key Takeaways to drive Cross Selling Success

- Targeting
- Messaging
- Timing
- Qualification
- Automation

KRONOLOGIC

Questions? Feedback?

kronologic.ai/getademo