

Cross selling in a key account

Sefas, world leading
supplier of Customer
Communication
Services

“Client Share allowed us to build strong C-Level relationships with one of our largest clients. It provided us with a space to deliver and report on the additional services we were running, alongside our core business. Ultimately it became integral to their retention ”

Giles Hill
Managing Director, Sefas UK



Sefas

The Challenge

- Growing from traditional software products in existing clients was key to growth. However, customers viewed Sefas as a single service provider. Sefas knew that they had to expand their relationship in order to get out of traditional supplier management and into new part of their client who could award them additional business.

The Solution

- Client Share deployed for a Client relationship with one of the largest UK Communications and Marketing companies.
- Executive to Executive relationship created and managed on Client Share with regular cadence of activity and successes.
- Additional services brought to life in a campaign run via Client Share.

The Results

- New sales cycles opened for additional services lines.
- Growth in contact base outside of traditional buyer / procurement domain.
- 2x growth in contact base through Client Share.
- New service line contracted to adding 30% GP increase to the account P&L.