

M&A · 16

Up- & Cross-sell Strategy

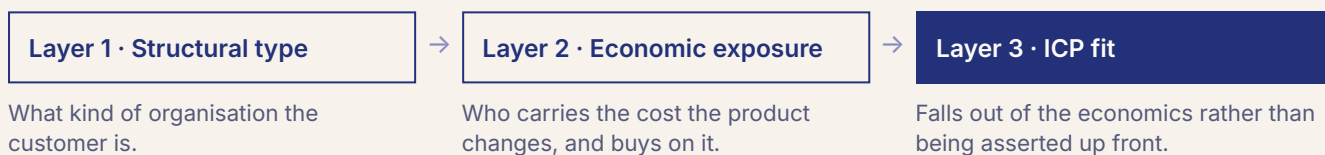
Cross-sell is the fastest synergy to realise, when segmentation is built from customer economics.

THE QUESTION IT ANSWERS

How much revenue already sits in the customers we own across the combined portfolio?

THE METHOD

Segment by economics, not personas



WHAT WE DO

Rebuild segmentation across all legacy customer bases

Map buying committees and the questions each role asks before it buys

Size whitespace by account and segment

Design cross-sell plays, packaging and pricing; enable sales and CS

WHAT YOU RECEIVE

ICP model with economics per segment

Whitespace map across the combined base

Cross-sell playbook between legacy customer bases

Entry-point maps per role and department

METRICS MOVED → ENTERPRISE VALUE

NRR: expansion revenue from the existing base

CAC: existing customers are the cheapest revenue to win

Synergy case: revenue synergies delivered, not just modelled

TYPICAL TIMELINE

8–12 weeks

PROOF

GTT Marine: three legacy businesses rebuilt into three ICPs with a cross-sell playbook between their customer bases.

Customer Marketing (12) grows one company's base. Up- & Cross-sell Strategy works across the combined bases after an acquisition.

Let's talk about your commercial foundation.

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