

FIVE WAYS TO SELL MORE TO CURRENT CUSTOMERS

1. KEEP IN TOUCH.

If you maintain frequent contact with customers, you're more likely to know their business needs--and what additional products they're likely to buy.

2. REORGANIZE YOUR SALES FORCE.

Consider splitting salespeople into two roles: generating new accounts, and maintaining and mining current ones. Some reps, often called "hunters," are more motivated to win new business, while others, "farmers," are better suited to serving existing accounts.

3. ADD VALUE FOR CUSTOMERS.

Look at their business processes and see how your company can improve them. You may consider developing products specifically for key accounts.

4. CONDUCT SEMINARS.

Invite customers to sessions in which you educate them about the marketplace -- and tell them about your product line.

5. THINK AND ACT LIKE A PARTNER.

The goal is to become so enmeshed with customers that they naturally come to you for solutions, and your salespeople become virtual employees of their company.