

The Cross-Selling Convergence



M&A activity is ON THE RISE in the ECM industry

Recently, mergers worth **more than \$100 billion** were announced

BUYERS INCLUDED:

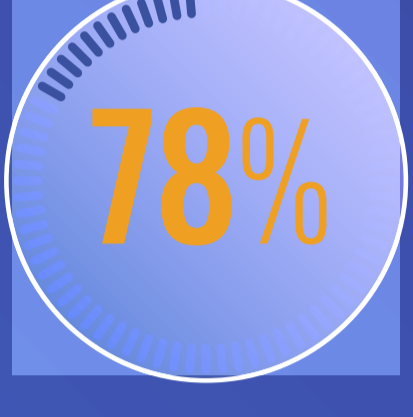
- AMD**
- ANALOG DEVICES**
- MARVELL**
- NVIDIA**

3 TYPES of synergies in M&As:

REVENUE synergies

COST synergies

FINANCIAL synergies



ECMs TYPICALLY ACHIEVE of their revenue synergy targets. Revenue synergies take longer to capture than cost synergies.

Revenue Synergy Opportunities

WHAT TO SELL Offerings

- o Bundles and solutions
- o Rebranding
- o Brand extensions
- o New products

WHERE TO SELL Location

- o Cross-selling to existing customers
- o Geographic expansion (national or international)
- o Channel expansion in overlapping markets

HOW TO SELL Market

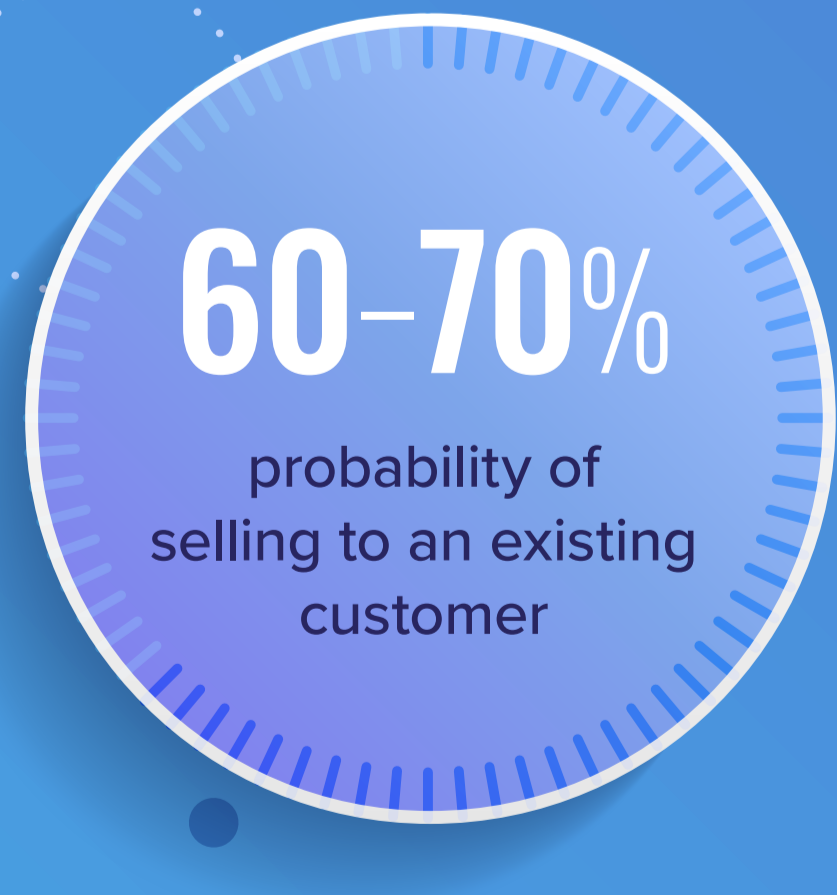
- o Channel optimization
- o Coverage optimization
- o Salesforce effectiveness and enablement
- o Revenue management

Cross-selling is expanding customer wallet share through increased usage across a tech firm's entire product portfolio. It's a powerful way to achieve revenue synergies.

THE 6 Cs OF CROSS-SELLING SUCCESS

- 1 Complementarity**
Do the merging companies' products, and services complement one other?
- 2 Connection**
Do they have strong customer relationships?
- 3 Capacity**
Can the salesforce focus on cross-selling?
- 4 Capability**
Is the salesforce properly skilled and trained?
- 5 Compensation**
Are the right incentives in place?
- 6 Commitment**
Is the company committed to cross-selling?

It's all about WHO you know!



With a **30%** wallet share for a customer, account revenue can jump by as much as **17%** just by increasing account share **5%**



Can cross-selling be your cash cow?

[READ THE BLOG](#)

Sources: McKinsey & Company, MarketBridge