

Whitespace Transformation Stage 1: Triple P Analysis People | Process | Proposition

What is whitespace?

Whitespace, otherwise known as "Opportunity gaps", is the identification of products or services in a VAR's/ MSP's portfolio that have not been sold to a customer.

Why invest in a whitespace sales & marketing strategy?

Selling into the whitespace has many benefits, such as:

- It's a quick way to boost profitable revenues
- It reduces competition and increases influence
- It's less expensive to sell something to an existing customer than a new one
- It doesn't require new sales resource

What is a whitespace Triple P Analysis?

Boost can help you develop and implement a whitespace sales & marketing strategy – the first stage of which is to understand your current state. We call this phase a Triple P Analysis as during this effort we will review and provide recommendations on the following:



People

Specifically:

- a) Which team members are doing a good job of selling into the whitespace and which less so;
- b) What can we learn from the "good ones";
- c) What skills/behaviour improvements (if any) are needed across the broader team to help maximise whitespace sales



Process

Specifically:

- a) What is the current process for driving whitespace sales;
- b) What whitespace success metrics are in place;
- c) What process improvements (if any) are needed to help maximise whitespace sales



Proposition

Specifically:

- a) How does the current proposition help maximise whitespace sales;
- b) What connected journey assets (if any) are currently in place;
- c) What proposition improvements (if any) are needed to help maximise whitespace sales

The output of our Triple P Analysis is a report detailing the recommendations and critical path needed to design and implement a whitespace improvement strategy.

Investment

Triple P Analysis engagements take 3 days effort from a Boost consultant, made up of one day of investigation, and two days write up.

Triple P Analysis engagements carry an investment of £3,500+VAT.



Next Action

Any engagements committed to **BEFORE 18th April 2019** will be **FREE of CHARGE.**