## 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.

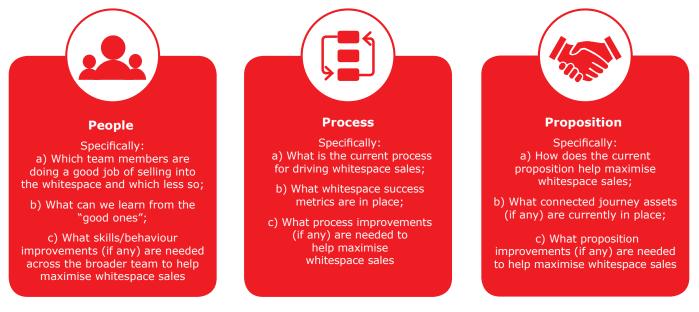
### Why invest in a whitespace sales & marketing strategy?

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:



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.