

Global IT Services & Infrastructure Provider

At a glance

A \$2B IT services and infrastructure provider with 15,000 employees across global delivery centers needed a more structured approach to upsell and cross-sell. Despite being a leader in its domain, the company struggled to translate its strengths into client value, leading to missed opportunities and stalled account expansion.

Key metrics



30%

uplift in cross-sell deals.



25%

increase in account revenue retention.



20%

more predictable revenue growth from existing clients.

CHALLENGES

- Missed opportunities: The company's unique value proposition was not consistently reaching clients, leaving white space untapped.
- Lack of actionable insights: Sales and growth teams lacked contextual intelligence to identify and prioritize the right opportunities.
- Reactive engagement: Teams often discovered client needs only after initiatives had begun, limiting their influence.

Guesswork in sales: Without a unified view of sales intelligence, reps relied on intuition rather than structured insights.

SOLUTIONS

Next Quarter's Q-Pilot delivered contextualized insights that directed sales teams to areas where the provider had proven strengths, increasing win probability. Account Growth framework translated intelligence into clear cross-sell and upsell strategies with defined targets and timelines. Democratization of sales intelligence ensured every sales team had equal access to relevant insights, eliminating guesswork. Sales dashboards provided visibility into account-level progress, holding teams accountable and driving consistency.

BENEFITS

Proactive positioning

1

The company now showcases its strengths early in client conversations, shifting from transactional selling to strategic engagement.

Increased win rates

2

Sales teams focus on opportunities best aligned with the provider's capabilities.

Stronger client partnerships

3

Customers view the company as an insight-driven partner invested in their long-term success.

Systematic growth

4

Expansion opportunities are captured consistently, not sporadically.

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