

When you consider the complete value of a customer to you and your team – **the lifetime value** – the importance of having a sense of “selling urgency” should skyrocket.

Every money hour\* not invested in sales activities can delay (or completely eliminate) potential revenue to you and your company. And, it can go far beyond the dollars made with the initial sale.

Remember, the first to acquire the customer tends to retain the customer – and with retention comes lifetime value.

**MONEY HOURS:** the hours in a sales day where one can talk with prospects and/ or customers... the most valuable hours of the day

## THE COMPLETE VALUE

### 1. Upgrade revenue

Revenue derived from future upgrades

### 2. Renewal revenue

Revenue derived from future renewals

### 3. Cross-selling revenue

Dollars generated from selling additional products/ services to a customer

### 4. Expansion revenue

Dollars generated from potential organization or group growth and/ or implementation of your product/ service across an entire organization from one department

### 5. Advocate revenue

Revenue derived from sales influenced by word-of-mouth advertising

### 6. Lock-out revenue

Dollars generated from a customer over time due to the perceived hassles associated with switching to your competition