

selltowin Launches Cross-Selling to Win 2.0 to Help Imaging Dealers Sell Beyond Print

Jan 12, 2024 - selltowin, a global award-winning sales coaching firm is helping Imaging Dealers and MSPs Cross-Sell their entire stack of services in a simple way that helps any sales “generalist” sell more Managed IT, Cybersecurity, Document Management, Managed Print Services and more.

“Dealers tell me 70% of their revenues are still print centric and our new program helps them sell their full tech stack faster and easier than ever before” Stated Rick Lambert, CEO and Founder of selltowin.

Learn More: <https://ecademy.selltowin.com/cross-selling-to-win/>

Now deployed by several of the nations most respected dealers, the new Cross-Selling to Win program comes with engaging sales training, and powerful customer facing sales tools.

Proven to drive significant MRR (Monthly Recurring Revenues) in just 90 days for many of the larger dealers in the US market in 2024, the new 2.0 version makes it even easier for any sales rep to uncover pain points on an initial discovery call without having to ask a long list of questions that make some customers feel interrogated.

The Cross-Selling to Win program can be fully launched in 30 days.

Interested parties should contact their Selltowin representative for more information or contact the company for details.

Website: <https://ecademy.selltowin.com/cross-selling-to-win/>

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