

Cross Selling | Foodservice Distributor Case Study



Foodservice Distributor



Cross-selling is a key part of our growth strategy, we want to understand our historical performance and where our opportunities are

Overview

Project Scope

INSIGHT completed a 2-week engagement, analyzing over 100M rows of data to discover and convey cross-selling and pricing opportunities through a [Quality of Pricing](#) deliverable.

Current State

The business left cross-selling implementation up to sales representative discretion, driven by volume-based commission incentives. No current system in place to track and measure progress against targets.

Analysis Findings

Little evidence of cross-selling driving customer growth found in historical purchasing data. Strong evidence of complimentary products found across customer baskets of goods, suggesting incremental opportunity through targeted cross-selling initiative.

INSIGHT's Conclusion

INSIGHT recommended a shelf space based cross-selling approach, incorporating historic customer purchasing behavior to inform sales representatives with cross-selling opportunities.

Cross-Selling

Methodology

INSIGHT determined the appropriate levels of customer and product segmentation to create actionable cross-selling recommendations, and mined historic purchasing patterns to uncover shelf space opportunities across >3K customers

Implementation Plan

Data driven customer outreach strategy tailored for individual sales representatives. With cross-selling recommendations targeting shelf space gain, and opportunities prioritized based on likelihood of conversion and size of opportunity

Opportunity

\$12M

Estimated Opportunity
Four Year EBITDA Growth