

# 5 proven strategies that drive sales in a niche vertical market

## 1 Identify new modules

Review your current offering to identify opportunities or gaps. Then, decide if you should build, buy, or partner to deliver these new solutions to your existing customers.

## 2 Upsell into customer base

Identify any custom features or modules that may have been built as a one-off for a customer. Offering these to customers that share a similar profile can provide a significant revenue opportunity while also adding value to their existing solution.

## 3 Make everyone a sales rep

Train every employee that interacts with your customers or prospects on how to identify new opportunities for your sales team.

To operationalize, build out buyer personas and then coach employees on how to best engage with that profile. Provide your team with a quick reference sheet that clearly identifies the following:

- 'If' a customer had this challenge
- 'Then' this is the solution
- '\$\$\$' the potential commission for creating the opportunity

## 4 Build a customer referral program

Customers who love and trust your product can often be your biggest advocate, especially in a niche market. A simple referral program, with clear parameters, can empower these champions to make meaningful introductions that can open the door to a real opportunities.

## 5 Be intentional with comp plans

Identify the key behaviours you want to drive and spend the time to set up the appropriate incentives and accelerators. Compensation plans should be simple enough that reps can easily understand the impact it would have on their bottom line.