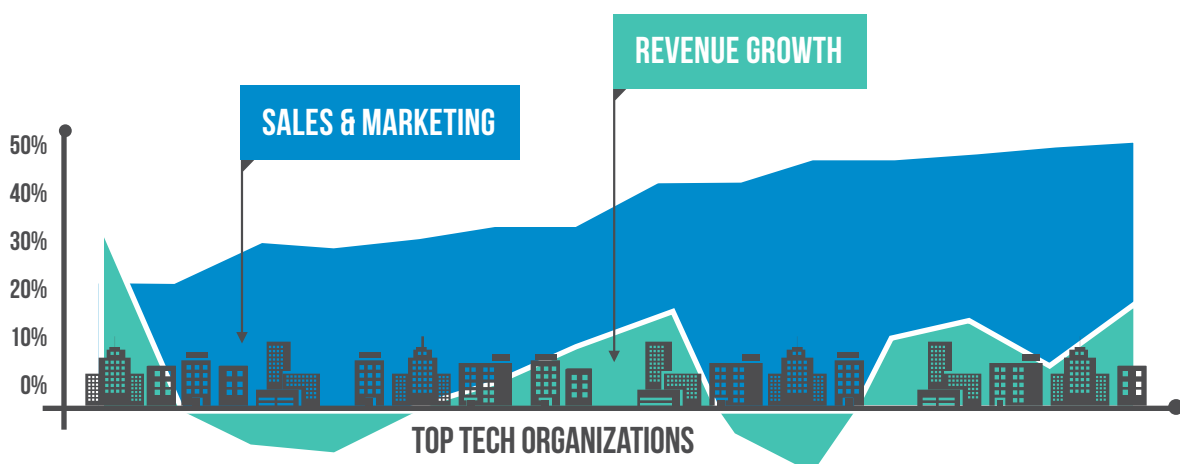


EXPAND SELLING

A Cost-Effective Approach to Growing Customers

PROBLEM: REVENUE RETURN ON SALES & MARKETING SPEND IS UNPREDICTABLE

Organizations invest a great deal in sales and marketing, but aren't guaranteed revenue growth in return.



The significance? Organizational functions are currently sub-optimized.



SALES



MARKETING



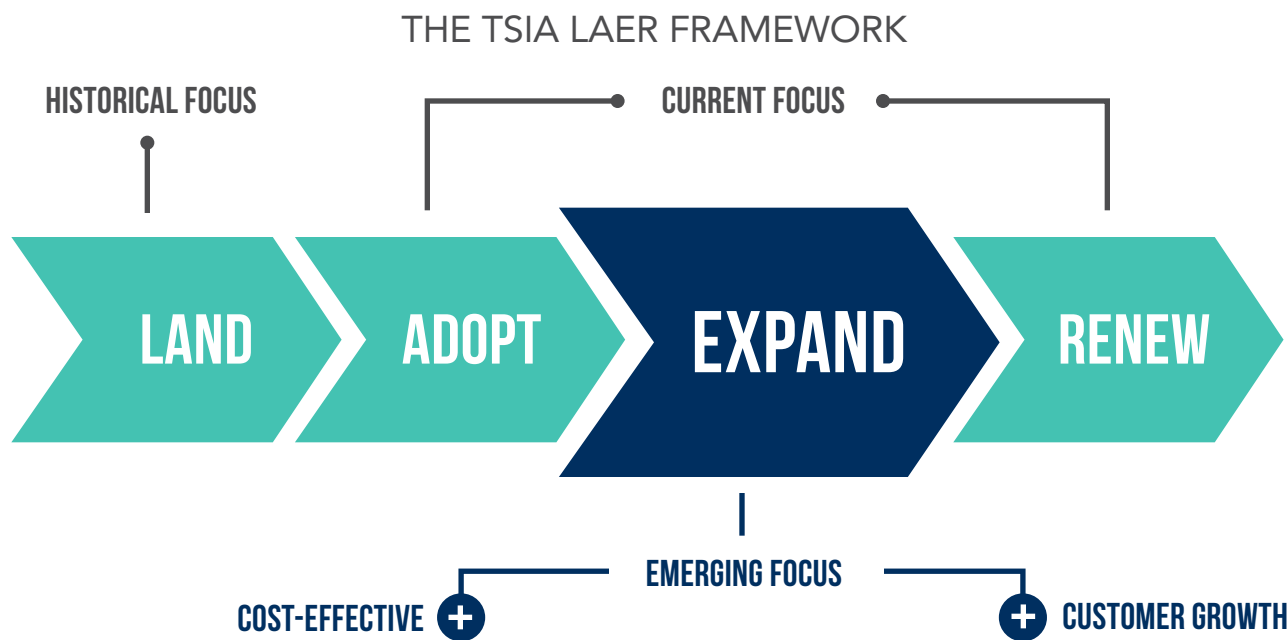
CUSTOMER SUCCESS



SERVICES

To continue to grow and increase profitability, companies need to leverage every touchpoint they have with their customers, including the thousands of annual interactions with their services and customer success teams.

TRADITIONAL STRENGTHS ONLY GO SO FAR

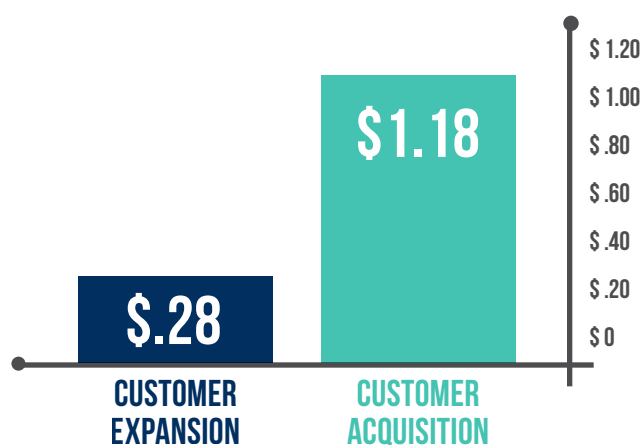


THE IMPACT OF EXPAND SELLING: COST-EFFECTIVE REVENUE GROWTH

Expand Selling is TSIA's systematic approach for using services touchpoints to generate leads, drive cost-effective revenue growth, and provide better outcomes with existing customers.

COST TO ACQUIRE \$1 OF REVENUE FROM CUSTOMER

Expand selling costs are **six times less** than customer acquisition costs.



TSIA is taking the lead in helping companies find the fastest path to top-line revenue growth and bottom-line profitability.

www.tsia.com/exs