

Boost Technology Group Launches Whitespace Tool Kit

Worcester, Mar 10, 2019 (Issuewire.com) - Boost Technology Group (Boost) has today launched a new offering to help Value Added Resellers (VAR) and Managed Service Providers (MSP) increase profits by selling into their whitespace gap.

Whitespace, otherwise known as “opportunity gaps”, is the identification of products or services in a VAR’s/MSP’s portfolio that have not yet been sold to an existing customer.

With recent research showing that acquiring new customers can cost businesses five times more than retaining existing customers; yet increasing customer retention by just fivepercent can increase profits by up to 95percent; therefore selling into Whitespace is a strategy all channel firms should be considering.

Boost’s offering aims to help VARs and MSPs shrink their Whitespace and grow profitable revenues quickly, reduce competition and increase their influence in the channel. This in turn will help the success rate of selling to existing customers by 60-70%, and the success rate of selling to a new customer to 5-20%.

Boost’s Managing Director, Darren Spence, recently talked about the whitespace opportunity and how to develop an effective whitespace sales & marketing strategy. From this Boost’s Whitespace offering was developed to allow VARs and MSP’s take advantage of being able to sell into their Whitespace by identifying opportunity gaps. They are also launching the first ever Whitespace Awareness Week, which will take place from March 11 to 15 2019.

Boost is offering a “[Triple P Analysis](#)” to assess how People, Processes and Proposition are aiding or hindering growth potential and what remedial actions and activities can be taken to fast track profit and growth. VARs and MSPs can book a complimentary 3-day Triple P Analysis from Boost before 18 April 2019 with a saving of £3500. For those who wish to find out more about Whitespace and what the Triple P Analysis will entail an [exclusive webinar](#) will be held on Thursday 28th March 2019 at 10.00am.

Darren Spence, Managing Director of Boost Technology Group, said: “We are delighted to launch our new service to help VARs and MSP’s fill their whitespace by identifying relevant opportunity gaps. Many people in the tech industry talk about whitespace, but few are really harnessing its full potential. That’s why we’ve developed some pointers to help VARs and MSPs get started. It is much less expensive to sell something to existing customer than a new one, and our offerings include a full triple-p analysis to help VARs and MSP’s their whitespace effectively and a sales training game to help sales and marketing teams maximise whitespace profitable revenues.”

For more information about Boost Technology Group’s new Whitespace offering, and their exclusive Triple P Analysis, visit www.boost-technology.co.uk/whitespace.

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Notes for Editors

- **About Boost Technology Group**

The Boost Technology Group is a registered Microsoft Partner. The business comprises of two companies, [Boost Performance](#), and [Boost Training](#) (also trading as "Sales Gym 360"). The group aim is to improve the business performance of technology companies by revolutionising the "assisted sales & marketing" experience.

- Darren Spence, Managing Director of Boost Technology Group is available for interviews or commentary upon request.
- Photography and other imagery is also available upon request.

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