

# Closing more deals canvas

the *less is more* methodology

September 26th 2018  
date

Appointment Software  
product/service

BonTIME  
company

## Conversion rate analysis

I can improve my lowest conversion rate by:

- Changing my subject line,
- Adjusting my message (email body),
- Cutting LinkedIn outreach and focusing on cold emailing.

## Doing a virtual close

The information or red flags I found out are:

- There are 2 more departments involved in the buying process and their approval is needed.
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## Selling to existing clients

I can cross-sell Premium support to customer #1.

I can cross-sell \_\_\_\_\_ to \_\_\_\_\_.

I can up-sell the enterprise plan to customer #2.

I can up-sell \_\_\_\_\_ to \_\_\_\_\_.

## Client focus orientation

The feedback I got from lost leads is: that the price is too high.

The recommendations I received from prospects and existing clients are:

- A decrease of pricing,
- Adding extra features.
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I can provide more value to my potential clients by: including one hour of free consultation a month in each package.

## Final evaluation

My average deal size/best sold package is the Pro one.

The ranking of my channels based on conversion rate is:

- cold emailing,
- LinkedIn.
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