SOLUTION BRIEF

Identify **New Opportunities**

Initiate Expansion Before Competitors Shape the Conversation



If you're waiting for customers to reveal a new need, someone else is already influencing the conversation.

Your Challenge

Expansion feels like it should be easier than acquisition, but in practice, sellers often arrive late or push too hard.

Research shows that 92 percent of B2B buyers already have at least one vendor already in mind, and 41 percent have a preferred vendor before any formal buying process begins. Even more telling, 74 percent of decision-makers choose the first seller who brings tailored insight.

For existing customers, those numbers still apply.

What's Going Wrong

- Sellers wait, assuming customers will tell them when something changes, not realizing that by the time a need is voiced, the customer may already be halfway to choosing another provider
- Or they push new products or upsells too aggressively, hyping upside while ignoring the customer's fear of risk
- Either way, sellers lose the incumbent advantage they've already earned

What If You Could...

- Spot expansion opportunities before customers start searching elsewhere?
- Lead with insight instead of reacting to requests?
- Show customers how evolving with you protects past gains?
- Make expansion feel like the safest next step, not a risky leap?

If...

- Expansion conversations happen late in the contract cycle
- Customers involve competitors before you even know a need exists
- Upsell attempts feel pushy or self-serving
- Sellers struggle to justify why change is needed now

Then...

You need **Identify New Opportunities**: the skills that help sellers uncover the real drivers of change in a customer's world and position expansion as low-risk progress built on proven results.

What It Is

Identify New Opportunities consists of two skills:

1. **Uncover Opportunity Drivers**

   Learn how to identify the external pressures, market shifts, and internal priority changes reshaping your customer's business. Translate those forces into meaningful insights and use them to proactively initiate expansion conversations with the right stakeholders, before competitors do.

2. **Position Expansion as Low Risk Progress**

   Use the **Why Evolve framework** to show customers that growing the partnership is the safest way forward. Reinforce the value already delivered, highlight evolving pressures, and frame expansion as a natural evolution of the current status quo rather than a disruptive change.

What You Gain

- Earlier access to expansion conversations
- Increased share of wallet without triggering competitive reviews
- Stronger executive-level credibility through insight-led dialogue
- Higher expansion success rates by starting before the 75 percent contract threshold
- A shift from reactive upselling to proactive growth leadership