

# UPSELL STRATEGIES

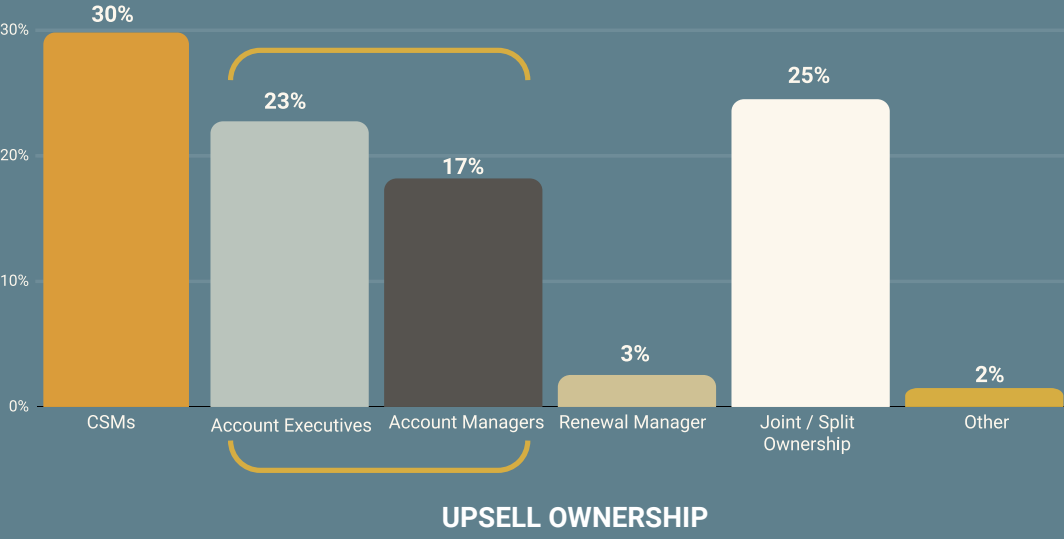
## GLOBAL MARKET TRENDS

This infographic is based on a Global Market Research conducted by CSM Practice in March 2022.



40%

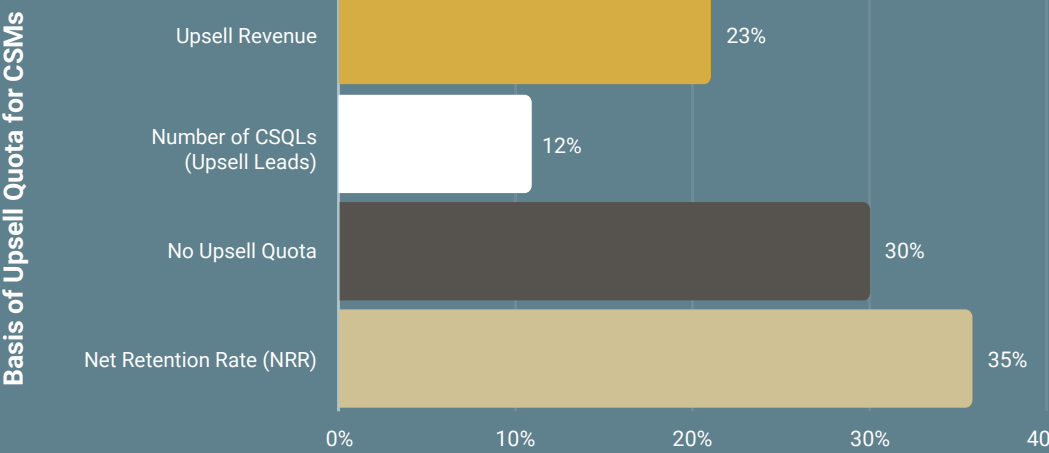
of organizations assign upsell accountability to the sales function.



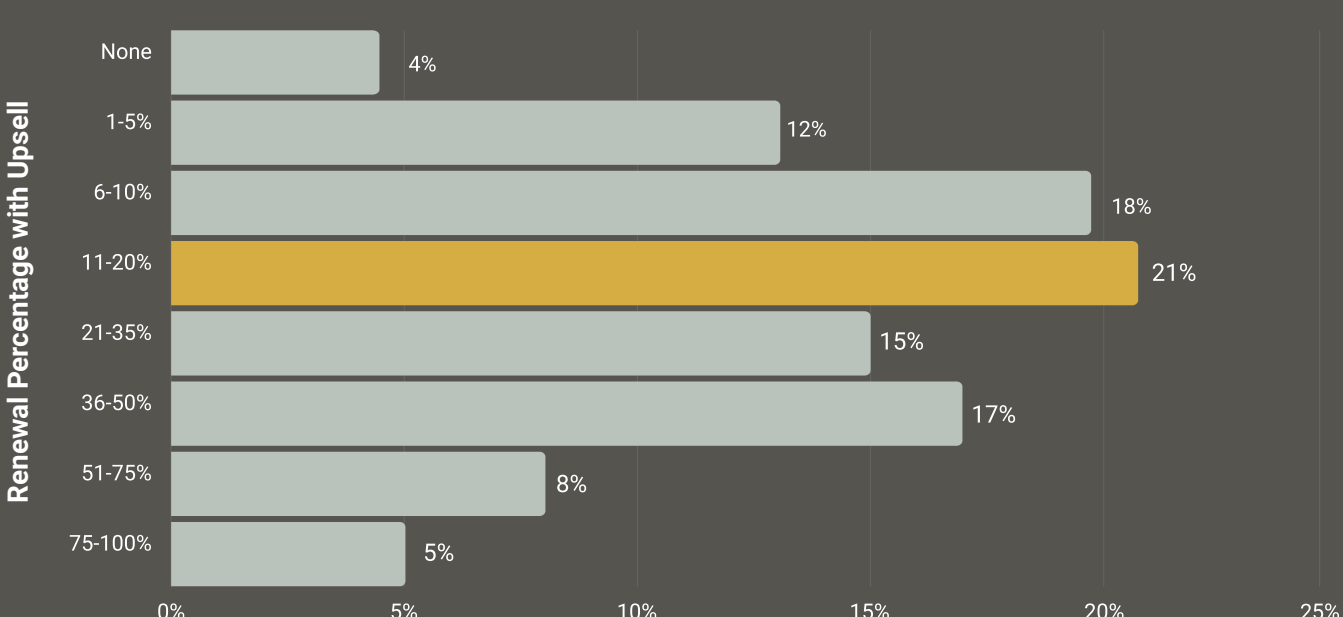
Customer Success Managers are **2x** more likely to handle **upsell transactions**, when their company size is less than **100 employees**.

77%

of Customer Success Managers don't have a specific upsell quota

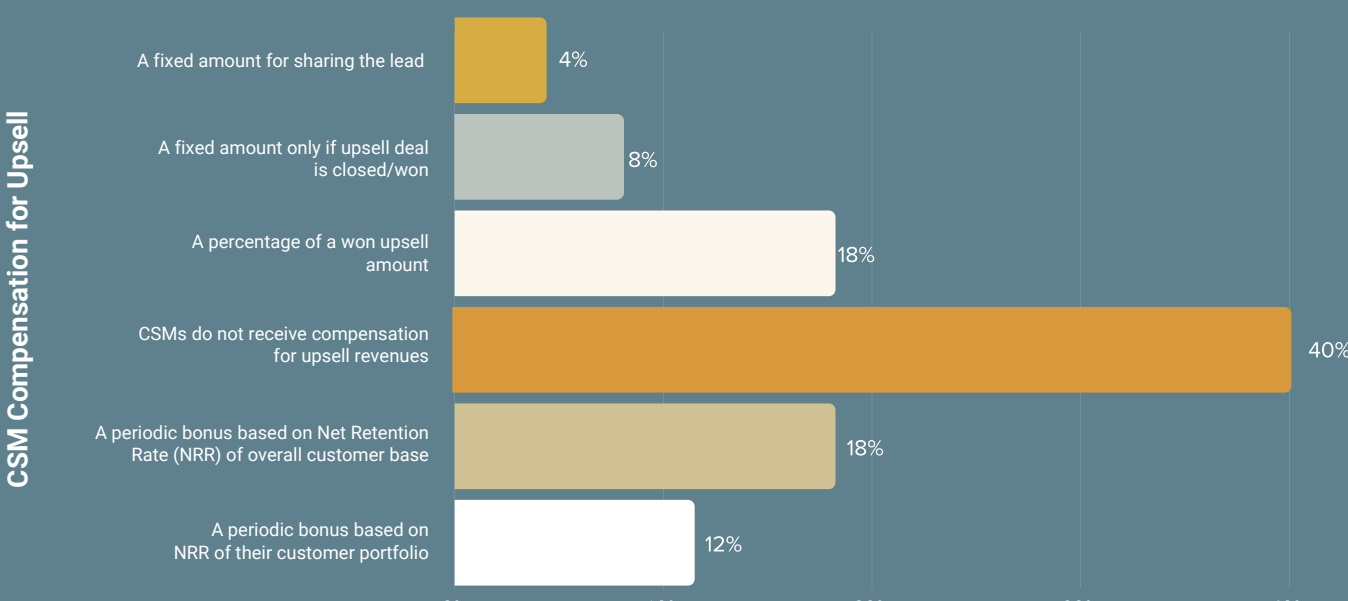


Most CSMs close between **11-20%** of their Renewals with Upsells.

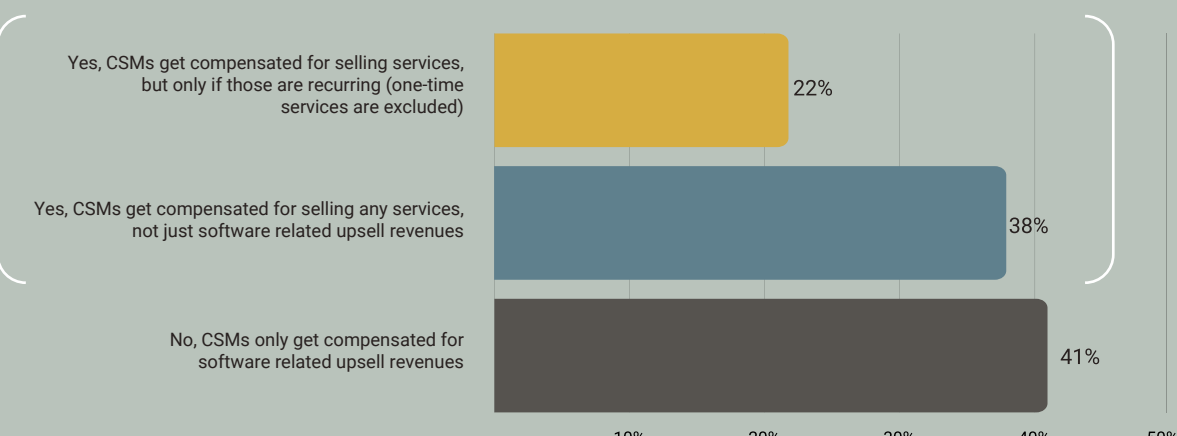


40%

of CSMs will NOT be Compensated on Upsell Revenues.



### THE MAJORITY RECEIVE INCENTIVES FOR UPSELLING SERVICES AS WELL AS SOFTWARE



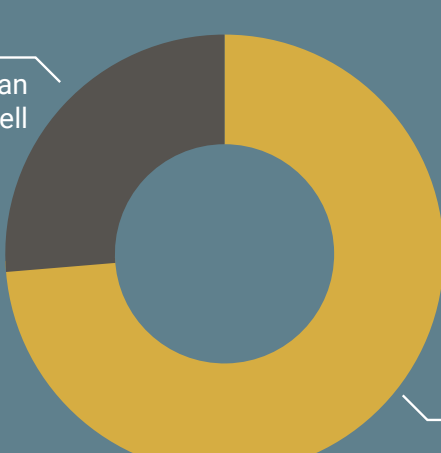
### INCENTIVES FOR UPSELLING SERVICES

74%

of CSMs will receive the same incentive for upselling services, as they do for upselling software.

26%

Lower than Software Upsell



74%

Same as Software Upsell

CSM Upsell Compensation



**CSM PRACTICE**  
THE CUSTOMER SUCCESS STRATEGY CONSULTING FIRM