

TIME IS MONEY

When it Comes to Service Renewals



SERVICE RENEWALS: Your Bottom Line's Best Friend

The amount of effort it takes to recruit a new customer is astronomical when compared to maintaining a current one. The end of a specific contract shouldn't end your relationship — or your ability to earn additional revenue. Service renewals are an invaluable tool in building up your customer relationships and adding to your bottom line.

IT IS
81%
CHEAPER
to upsell to an
existing customer
than it is to acquire
a new customer*

*Pacific Crest



PARTNER GROWTH

Selling service renewals allows you to grow upon the initial relationship established and secure another year's worth of revenue.



TOTAL SOLUTIONS

You work hard to offer total solutions to your customers — service renewals are a valuable part of that solution.



LOW HANGING FRUIT

Service renewals often require nothing more than a simple follow-up: easy money that's ripe for the picking.



LONG TERM RELATIONSHIPS

By focusing on service renewals, you'll increase revenues and margins and be on your way to establishing long term relationships.

\$8,000,000

The increase in incremental support revenue that ScanSource helped partners achieve last year

450

The number of reseller partners that ScanSource helped last year with their service renewals

\$2.92

The amount of value every organization receives in return for every dollar they invest in services*

*Forrester

THE BIG FOUR TIPS FOR SECURING RENEWALS



BE PREPARED

Understand your customer's needs. Make sure you have the facts on what services have actually been provided, what services were included, and what value they bring to your customer.



START EARLY

Customers with a variety of contracts will require more negotiation, so allow time to discuss any issues and propose solutions prior to the contract expiration: ideally 90 days in advance.



DON'T MISS THE UPSELL

Use the service renewal as an opportunity to conduct a business review to identify new opportunities. Look at changes in their business and solutions to offer new services or find opportunities for hardware.



FOCUS ON THE LONG TERM

Sell multiyear options, which typically lower your administrative costs, boost renewal rates, and increase margins. They also remove administrative and management burdens for your customers.

OUR COMMITMENT

ScanSource Communications & Polycom Service Renewal Program

ScanSource Communications Renewals Team proactively supports Polycom resellers looking to capitalize early to close more deals through our **Total Coverage Program**. To ensure you never miss an opportunity to sustain a profitable part of your revenue stream, our team can provide you with a renewal quote up to 90 days before expiration which will help you:

- Keep your customers' hardware and software support without interruption
- Achieve one of the easiest ways to make recurring revenue
- Have a healthy service-renewal practice

ScanSource Communications is Here to Help

Got questions? Contact your ScanSource Communications Sales Rep today for more information or call us at 877.847.700.

