



# X SELLER

*What is the untapped \$ value of an existing customer base..?*

*How much money could be made by cross selling to the highest potential customers..?*

*X Seller quantifies the untapped value of existing customer bases. It also allows for more money to be made by cross selling to customers with the highest potential ...*

## Overview

1. Highlights unserved needs of each customer taking existing products into account.
2. Quantifies in \$ terms the new business and ongoing service fee potential for each customer.
3. Matches number of "highest potential" customers to time available for prospecting; then ranks these customers based on a review date (product anniversary, set review date or birthday) thereby providing a reason to call.
4. Core corporatization tool enabling cross selling.
5. Written using quality web based software (ASP.net 3.5 with SQL database). X Seller is fully scalable and field tested.

Existing customers are a business's greatest assets. Increasing the relationship value for both customer and the business is a win-win. X Seller is designed to do this.

Using basic data, X Seller establishes where it could be possible to better service customers. Equipped with this information, it is easier to call customers to see if you could satisfy more needs than are currently being serviced.

Being prompted to phone the customer due to an impending event (i.e. product anniversary, birthday or set anniversary date); there is a valid reason to make contact.

## Highlighting unserved customer needs...

Client FullName	Aleander, Joe
Surname	Aleander
Names	Joe
Phone / Fax	
Mobile / Email	
Date of Birth / Age	24-3-1966 (Age: 44)
Life Expectancy	36 years
Country / Region / Postal Code	AU / QLD 4280

The customer's age and postcode are run through X Seller's financial proxy engine. Based on ABS data and recent property sales, approximations of residence value, household net worth & annual income are made.

Residence Value	376,247
Household Net Worth	640,720
Household Annual Income	76,460

Products/Services (Values)	Estimated Need	Confirmed Need	Serviced By us
Residential Prop Mortgage	79,923	79923	0
Investment Prop Mortgage	38,784	38784	0
Superannuation Value	62,653	62653	0
Other Investments	20,389	20389	0
Shares	17,907	17907	0
Life Insurance	921,574	921574	0
Disability (TPD)	460,787	460787	0
Income Protection	28,673	28673	0
Trauma	107,345	125000	125,000

Using on the practice's approved product list, the customer's estimated product needs are then worked out. Existing values for products serviced by the practice are imported e.g. trauma cover of \$ 125 000. Potential new business and revenue increases are calculated using the unserviced amounts of the customer.

Existing product values are used in the process. In the example, as there is trauma cover in place of \$ 125 000, the potential new business and revenue increase for trauma is zero.

Customers are then sorted by potential new business value. The number of new prospects that can be handled over the coming

Products/Services	Potential Value	Current Revenue	Potential Revenue Increase	Potential New Business
Residential Prop Mortgage	79,923	0	160	400
Investment Prop Mortgage	38,784	0	78	194
Superannuation Value	62,653	0	251	0
Other Investments	20,389	0	102	408
Shares	17,907	0	90	358
Life Insurance	921,574	0	128	1,669
Disability (TPD)	460,787	0	156	2,028
Income Protection	28,673	0	77	1,007
Trauma	0	422	0	0
<b>Total:</b>		<b>422</b>	<b>1,041</b>	<b>6,064</b>

year is decided by the practice e.g. 50. The selected batch of 50 prospects with the highest potential is then ranked by date order linked to a reason to review.

The review could be the product anniversary, birthday or a set review date. This provides a valid reason to contact the customer to discuss potential gaps in their financial situation.

Client Name	Next Review	Review Reason	Potential Comm	Potential Rev
<a href="#">DAVIS, Ernst Gunn</a>	4-6-2010	Birthday	3,877	405
<a href="#">Masri, John</a>	10-6-2010	Product Anniversary	19,750	2,042
<a href="#">Schuk, Paul Abraham</a>	11-6-2010	Birthday	10,551	812
<a href="#">Jewell, Phillip</a>	11-6-2010	Birthday	9,634	893
<a href="#">Todd, Rudolf</a>	12-6-2010	Birthday	10,356	797
<a href="#">Toovey, Jean</a>	17-6-2010	Product Anniversary	23,063	3,283
<a href="#">Toombes, Darren</a>	26-6-2010	Product Anniversary	3,103	658

## Special Campaigns...

Special campaigns can be set up for specific groupings of customers...e.g. the top prospects for shares need to be invited to a stock-broking event. The search below is for the highest potential new business customers aged between 45 and 55 who do not have shares.

Search result for: Older than 45, Younger than 55, Clients WITHOUT product: Shares

Lastname	Firstname	Adviser	State	Age	Potential NB *	Networth (Estimated)
Larder	Jamie	Monty	NSW	55	63,296	6,678,985
Chatillon	Paul	Monty	NSW	55	59,259	5,150,951
O'Sullivan	Gustaf	Low Value Pool	NSW	53	53,121	3,036,842
Whitfield	Chris	Monty	NSW	54	46,484	2,832,356
Frey	Peter	Monty	NSW	54	46,437	3,192,401

## New or Revised Product Launches

For product providers launching a new product, having a high adviser takeup is preferable. By providing supporting advisers with their top prospects for the product out of their customer base would be represent a significant step.

Assume that a new competitive Trauma product is being released. Using customer's information held in the product providers database, it is possible to create a top prospect list for Trauma. By listing these customers per servicing adviser, the adviser has a reason to call the customer. It is possible to export to Excell... as below.

	A	B	C	D	E	F	G	H	I	J	K
1	Date	Criteria									
2	2010-10-19 22:40	than 25, Younger than 50, Clients WITHOUT			product: Trauma						
3											
4	Lastname	Firstname	Title	Adviser	Postal Code	Gender	Age	Potential NB	Next Review	Annual Income (Estimated)	Network (Estimated)
5	Gowen	Laura	Mrs	Julie	3228	F	39	5094.94	29/10/2010	\$ 87,473	\$ 553,875
6	Woods	Judy	Ms	Julie	3331	F	49	8999.35	1/11/2010	\$ 65,876	\$ 638,883
7	Bealig	Grahame	Mr	Julie	3214	M	41	2125.79	4/12/2010	\$ 17,606	\$ 313,785
8	McCoomber	Jeff	Mr	Julie	3331	M	46	8043.15	29/01/2011	\$ 63,801	\$ 573,519
9	Hully	Martin	Mr	Julie	3216	M	49	6851.05	13/02/2011	\$ 79,811	\$ 535,837
10	Mondalling	Darren	Mr	Julie	3067	M	48	7699.4	7/03/2011	\$ 125,355	\$ 1,015,220
11	Scalia Gregory	Keith	Mr	Julie	3220	M	49	7169.94	1/04/2011	\$ 107,682	\$ 762,537
12	Grant	Winston	Mr	Julie	2125	M	48	32796.96	6/08/2011	\$ 316,711	\$ 2,205,176

## Potential of untapped leads...

By adding all the potential leads, the untapped potential of the customer base becomes known across the different product offerings. This is valuable when buying or selling a batch of customers or when thinking of adding a new offering e.g. mortgages.

## Implementation

X Seller can be configured in various ways:

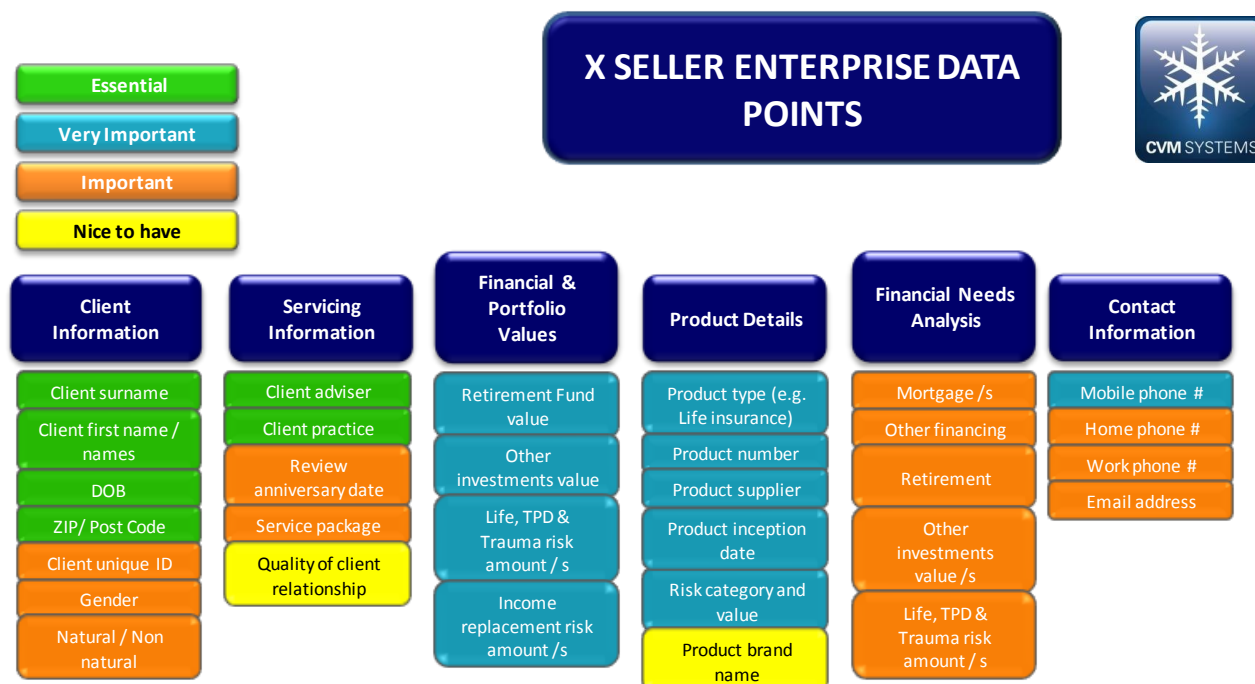
- For a single practice;
- Across multiple practices and regions within the same organization;
- Hosted by a product provider and linked to the in-house database. This provides opportunities to supporting advisers to X sell to their customers who have products with the host product provider.

### Potential of Leads

	Revenue	New Business
Disability (TPD)	144,371	1,876,853
Income Protection	62,489	812,376
Investment Prop Mortgage	58,647	146,621
Life Insurance	137,492	1,787,432
Other Investments	110,058	440,239
Residential Prop Mortgage	81,945	204,866
Shares	118,793	475,178
Superannuation Value	221,627	0
Trauma	90,135	1,171,781
Total	1,025,557	6,915,347

## Data requirements

The following is a sample of the data points are required to populate X Seller. Each data point is rated based on importance.



Various data feed options are possible. At the individual practice level, provision has been made to upload available data-points directly into X Seller via a self-help Excel upload facility. For larger groups, customized data mapping is undertaken.

## About CVM Systems

**Technical** The original and ongoing development of the X Seller software is undertaken by Comprehend IT. Recently Comprehend IT merged with MagmaTec to form Alacrity, a company with over 75 developers and other IT professionals ([www.alacrity.co.za](http://www.alacrity.co.za)).

**Company Structure** Moonstone Information Refinery International holds the world-wide rights to CVM Systems, part of which is the X Seller software. Parent company Moonstone is a company with over 100 employees providing services to independent financial advisors ([www.moonstoneinfo.com](http://www.moonstoneinfo.com)). In Australia, a JV company, CVM Systems Pty Ltd, has been established with the Encore Group ([www.encoregroup.com.au](http://www.encoregroup.com.au)), Moonstone and the IT developers as shareholders.

**IP protection** Patents relating to the key business processes of X Seller have been filed under the international Patent Cooperation Treaty (PCT).

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