

# Capture Your Share of Wallet

Ledgeview partners CRM FOR OIL & GAS

NATIONWIDE-PREFERRED SOLUTION

## Are you struggling to find out which of your customers are buying other products from your competitors, and how to get them to switch to you?

Share of Wallet in CRM will help you analyze many opportunities to grow your sales pipeline as a Lubricant Marketer. You want all of your customers to be buying all of the products they need that you have from you, right? Share of Wallet will help you do exactly this.

### CRM FOR OIL & GAS:

- **GET MORE OF YOUR CUSTOMERS' BUSINESS**

Share of Wallet helps Lubricant Marketers not just sell a "piece of the pie" to their customers, but "the whole pie". With Share of Wallet, you can sell more of your business to them.

- **EFFECTIVELY CROSS-SELL & UPSELL**

Let's say you're selling a customer fuel right now, but also want to sell them antifreeze that you know they need. Share of Wallet will help you track these open opportunities and leverage them.

- **BEAT OUT THE COMPETITION**

Are you able to track Competitor Share of Wallet? This means being able to see what products your customers are buying from your competition, so you can make a goal to get them to switch to you, then act on it. You can add competitors, track opportunities to gain business, and more with Share of Wallet.



CONTACT US TO

**GET A DEMO**

"We can attribute at least 10% growth in the pipeline to Ledgeview's CRM for Oil & Gas."

**ENGLEFIELD OIL**

