



SUNCOAST SPARK

KEEP

Find the Next Customer Growth Opportunity

Value first. Expansion second.

Expand because value created a reason — not because the account has budget.

A practical guide for sellers and account teams to identify credible expansion opportunities based on customer evidence.

Expansion Should Have a Reason

Strong expansion is not opportunistic. It follows a signal. Before you open a conversation about growth, look for at least one of these:

Business Change Signals

- New business unit forming or recently formed
- New geography being entered
- New stakeholder group with a related problem
- New executive priority announced

Usage and Value Signals

- New use case identified by the customer
- Growing adoption in the original deployment
- Customer asks for an adjacent capability
- Proven value in the initial deployment

If you cannot point to a specific signal, the expansion is not ready. Come back when you can.

Four Expansion Paths

Most growth opportunities fit one of four patterns. Identify which one you're looking at before you do anything else.

More Users

Same use case, larger population.

The problem is already solved. The question is who else has the same problem and hasn't been reached yet.

More Teams

Same capability, new function.

A different department has a problem the same solution could address. The use case is familiar — the buyer is not.

More Use Cases

New business problem.

The customer has a separate challenge your solution could solve. This requires a fresh business case, not a feature conversation.

More Geography

Same value, new region.

What worked in one market is being replicated in another. The proof exists — the relationship does not yet.

Before You Expand

Answer these questions honestly before you open any expansion conversation. If you cannot answer them, gather the information first.

Has the original use case created value?

Can the customer describe it in their own words — without prompting from you?

Is adoption healthy?

Are the original users actually using it, or is the deployment quiet? Expanding before adoption is stable creates compounding risk.

Is the new problem real?

Who owns it? Have they named it as a priority, or are you inferring it from the outside?

Why now?

What has changed — in their business, their team, or their priorities — that makes this the right moment?

Does the new stakeholder know the original success story?

If not, you are starting from zero. Plan accordingly.

Expansion Hypothesis

Before approaching the customer, write this out. If you cannot complete it, you are not ready for the conversation.

Customer evidence	What specific outcome or behaviour have you observed that indicates value was created?
New opportunity	What is the specific expansion path — users, teams, use case, or geography?
New buyer	Who is the stakeholder who owns the new problem? Name and role.
Problem	What business problem does this person need to solve? State it in their language, not yours.
Why now	What event, shift, or pressure makes this timely?
Relevant proof	What existing result from inside this account is most relevant to the new buyer's problem?
Best first conversation	What is the one question or observation that earns the right to a deeper discussion?

What Not to Do

These are the moves that kill expansion conversations — and sometimes the relationship with them.

Avoid these approaches

- **"Since you already use us..."** — entitlement is not a business case.
- Assuming one team's success transfers automatically to another team.
- Pitching add-ons without a real business problem behind them.
- Expanding before the original adoption problem is fixed.
- Using renewal timing as expansion leverage.
- Treating unused budget as evidence of buyer need.

Budget is not a problem. Renewal proximity is not a reason. The customer's interest in buying more is not the same as your interest in selling more. Lead with their reality.

Customer Advocacy Signal

Before you push for expansion, ask a different question: is this customer strong enough to become a reference, an advocate, or a referral source?

What to look for

- **Visible value**
They can describe the outcome clearly and specifically.
- **Trust**
They bring you problems before they become risks.
- **Executive support**
A senior stakeholder is willing to put their name behind it.
- **Willingness to share**
They would tell the story to a peer without being asked twice.

Why this matters for expansion

A customer who can advocate is also a customer who can introduce you to the next buyer inside their own organisation. Advocacy and expansion are not separate tracks — they reinforce each other.

If the customer is not at advocacy level yet, focus on getting them there before broadening the footprint. A second deployment into a fragile relationship does not fix the first.



AE ON DEMAND

The strongest expansion starts with evidence already inside the customer.

AE on Demand helps you organise customer context, value evidence, stakeholder changes, potential use cases, and next-growth moves — so you go into expansion conversations prepared, not guessing.

Want the thinking behind this tool inside ChatGPT or Claude?

AE on Demand turns ChatGPT or Claude into a company-specific sales operating system — so you can decide what to do next and get help doing it.

Explore AE on Demand

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