



# WHAT IS YOUR AFTERMARKET ENTITLEMENT GAP?

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## **Aftermarket:**

market for accessories, parts, and services used in the upkeep or enhancement of an initial purchase

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## **Entitlement Gap:**

difference between actual aftermarket revenue generated vs. missed aftermarket revenue potential

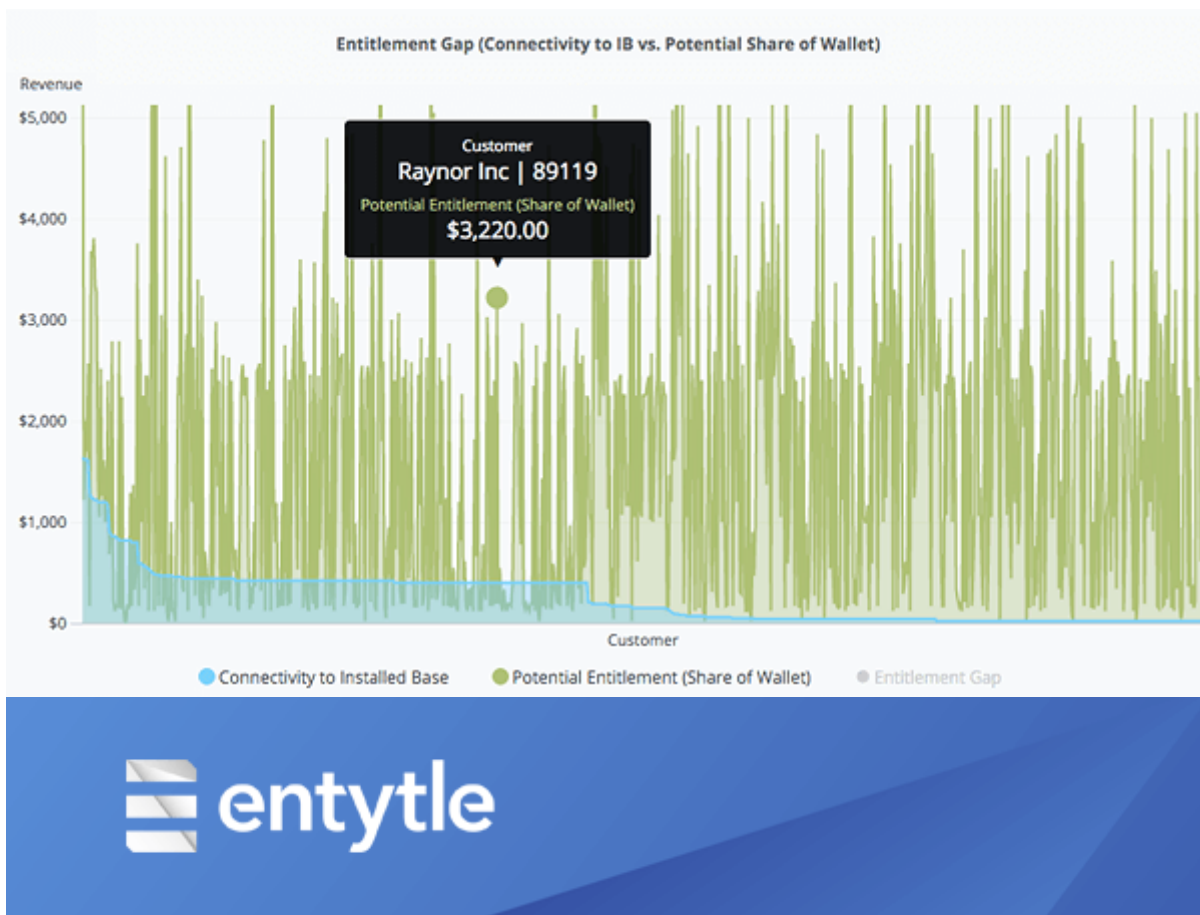
In the aftermarket industry today, 80% of the installed base is not served. This is the result of having a reactive selling approach – companies waiting and hoping for the majority of their customer base to call their inside sales teams. The age-old adage of, “Good things come to those who wait”, does not apply in the aftermarket. Waiting in the aftermarket results in lost revenue due to two main reasons:

1. Customer goes to competitor
2. Customer unaware of need for required part/service

Advance your aftermarket process from reactive to proactive. Know who to call, what to sell, when to call, where your installed base is, and why now is just the time to reach out.

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Email us at [info@entytle.com](mailto:info@entytle.com) to find out your Entitlement Gap.



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