



why evolve

customer expansion

messaging

## your challenge

The challenging/provocative messages you use in your customer expansion efforts are pushing away existing customers when you want to expand your partnership. That's because customers are more likely to switch or shop around when presented with provocative messages at renewal time (rather than documented successes and reinforced status quo bias).

The result? Customers want to look at all the options in the marketplace, leaving you to defend against new competitors that never should have been there in the first place.

customers are

**10%** more likely to switch or shop around **when presented with provocative messages** at renewal time

## what's going wrong?

- You're seeing poor returns from quarterly business reviews.
- Customers are slow to embrace new products/versions.
- You're having difficulty expanding and penetrating identified whitespace.

## what if you could...

- Use your incumbency to your advantage when positioning an upsell?
- Prove the positive business impact a customer will see by transitioning to a new solution—without putting the account at risk?
- Apologize for service lapses in a way that actually increases customer satisfaction and loyalty?

## if...

You've trained your salespeople on how to acquire new customers, but not on how to expand them...

Customers are slow to embrace new products/versions...

You're having difficulty expanding and upselling customers on new and additional offerings...

## then...

You need Corporate Visions' Customer **Expansion Messaging**, a unique approach to messaging development, utilizing a proven process to help you communicate a story that expands customers through the critical Why Evolve conversation.

## what it is

Customer Expansion Messaging provides a unique approach to developing your messaging and Why Evolve story. You'll receive a professionally written **Conversation Master** source document, which your marketers can use to create campaigns and other materials to support your new message.

### information gathering phase

Your key leaders and cross-functional experts join in remote meetings to provide strategic input.

### cross-functional messaging event

Your core messaging stakeholders align around the foundational messaging elements via remote meeting. The entire cross-functional team then participates in an onsite workshop to build the narrative and create a visual that brings your message to life.

### asset refinement

Your core stakeholders work with a content consultant to polish the deliverables and prepare for organizational implementation.

### content assets

You'll get a sales-ready Conversation Kit containing interactive content aligned with the Decider's Journey and skills coaching videos situationally integrated with your message. Content from the engagement contains messages and assets to:

- **Generate Interest**, including an interactive infographic with linking emails, and a teaser video with social post.
- **Have Conversations**, including your Why Evolve Storyboard and Whiteboard to have a Why Evolve conversation, plus your Conversation Prompter to "flex" the Why Evolve and Why You conversations to fit the customer's specific situation.
- **Keep Momentum**, including e-books and e-mails that highlight your unique differentiators for solving specific business challenges.

## what you gain

- Messages that remind and reinforce the reasons customers bought from you and a framework to document all the ways you've helped them address their goals.
- A framework to communicate your successes over the customer lifecycle and opportunities to address future business challenges.
- Stories that sales and marketing teams can use to engage in consistent conversations that retain more customers and drive account growth.