



why stay

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 renew 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.

## what's going wrong?

- Customers want to explore competitive alternatives.
- Customers refuse to renew when you announce a price increase.
- Salespeople can't get customers to move to new platforms or products.

## what if you could...

- Ensure customers renew their current agreement with you over the next few years?
- Communicate a price increase without putting a renewal in jeopardy?
- Move existing customers to from their current solution to an upgraded and expansion solution without putting the relationship at unnecessary risk?

customers are

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

## if...

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

Your customers are dropping your solution when you announce a price increase...

Your sales team can't sell a new product or platform to existing customers...

## 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 retains customers through critical Why Stay conversations.

## what it is

**Customer Expansion Messaging** provides a unique approach to developing your messaging. 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 Stay Storyboard and Whiteboard to have a Why Stay conversation, plus your Conversation Prompter to "flex" the Why Stay 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.