



decision-based training

why stay skills

your challenge

Provocative, challenging messages can work wonders in your customer acquisition conversations. Most companies win new accounts by showing their prospects new and exciting reasons to change from what they were doing before and switch providers.

However, when you're talking to existing customers, using that same challenging approach in a renewal conversation will actually set you back. But with most companies mostly funding their customer acquisition programs, sellers are left without clear guidance on how to actually talk and message to existing customers.

what's going wrong?

- Sellers and customer success teams only talk about renewal at the end of the contract.
- Customers only remember the low points of your relationship, not the reason they bought in the first place.
- Customer churn is high and/or renewal rates are low.

what if you could...

- Validate customer reasoning for buying you and justify why they need to buy again?
- Encourage subscription clients to continue to renew?
- Convert service failures into an opportunity for greater customer loyalty?

WHY CHANGE



WHY YOU



WHY INVEST



WHY NOW



WHY PAY



WHY SIGN



WHY STAY



WHY EVOLVE



if...

You're experiencing a lot of customer churn and low renewal rates...

You're transitioning to a subscription model...

You only reach out to customers when you want them to renew...

then...

You need Corporate Visions' **Why Stay Decision-Based Training**: a unique skills course to help you use science-based concepts to retain accounts and convince existing customers to renew their relationship with you

what it is

Why Stay Decision-Based Training follows our proven approaches for learning and applying new competencies.

flexible learning options

- In our **instructor-led** training, participants view e-learning content for a pre-event knowledge transfer of the skills they'll be putting into practice. In the classroom, they work in groups to discover and apply concepts to their actual accounts and opportunities.
- In our **online training**, participants self-schedule and complete online modules, then actively apply skills by reviewing a challenge assignment and rubric, then practicing and submitting a video recording. They receive personal coaching from Corporate Visions facilitators about how they applied their new skills.

ongoing reinforcement

Engage your team with a series of activities designed to accelerate adoption and help them apply their new skills to actual accounts and opportunities.

what you gain

- Transform your reviews into critical commercial moments that improve the likelihood of customer retention and expansion.
- Skills to demonstrate the goals your customer has achieved because of your relationship.
- Ability to persuade your customers to stay with you and buy again.