

Expand Value

Skills for High-Velocity Sellers

Keep and grow existing customer relationships

concept

learning outcomes

Differentiate Expansion Conversations

Recognize the different buyer psychology of acquisition and expansion, and why expansion requires unique conversation skills.

Status Quo Bias in Customer Expansion

Position the causes of Status Quo Bias in upsell and renewal conversations.

How Customers Define Value

Establish the metrics and outcomes that matter most to your customer deciding to expand their relationship.

Make the Expansion Sale

Apply a framework for growing existing relationships by migrating them to higher value solutions.

Share Common Results

Use compelling storytelling techniques to share common results and encourage your customer to share the success they have achieved using your solutions.

Win Each Expansion Moment

Use the right message in the right customer moment to advance the relationship and demonstrate value.

Make the Retention Sale

Apply a framework for retaining and renewing customer relationships by reinforcing the status quo.

Delivering the Right Apology

Employ the winning apology framework to convert unhappy customers into an opportunity for customer expansion.