learning **outcomes**

message for the moment

Deliver different messages tailored to each customer lifecycle moment.

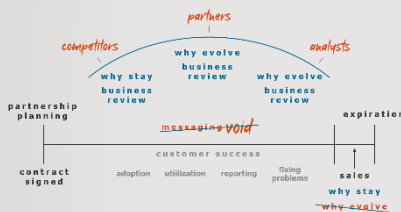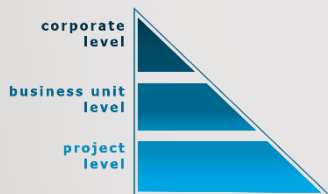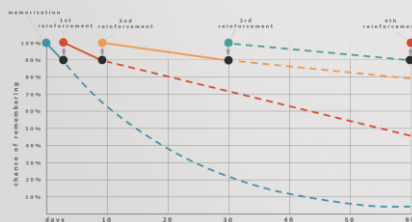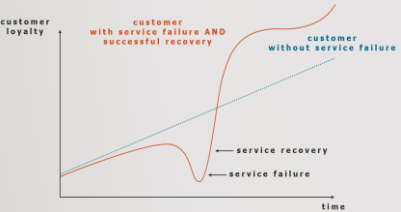| concept	skill application	learning outcomes
Acquisition ≠ Expansion	• Identify the expansion account they will use to apply the concepts and framework.	• Apply specific targeted messages for retention and expansion conversations.
Messaging Void	• Identify the types of commercial conversations and when to have them.	• Deliver messaging that demonstrates value over the whole lifespan of a customer's partnership.
Success Metrics	• Create a Triple Metric for a customer. • Create linkage between the metrics.	• Establish the metrics and outcomes that matter most to your customer when determining partnership success.
Reinforcement	• **Receive a series of mini-boosters to reinforce your learning and apply skills learned to accounts and opportunities post training.**	• **Apply new skills immediately after training to heighten adoption and impact**

learning **outcomes**
Why Stay

Strengthen and grow existing customer partnerships.

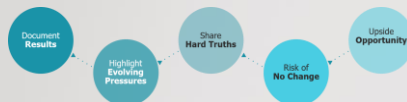| concept	skill application	learning outcomes
Why Stay Framework	• Use a framework to create a Why Stay message. • Refine and practice your Why Stay message.	• Use a science-based framework to precisely craft each element of your Why Stay message.
Why Pay More	• Add a price increase to your Why Stay message. • Review your price increase.	• Use decision science to raise prices without losing customers.
Apologies	• Use the framework to develop an apology. • Practice delivering an apology.	• Employ an apology framework to convert service failures into greater customer commitment.

learning **outcomes**
Why Evolve

Strengthen and grow existing customer partnerships.

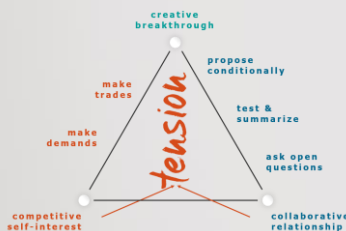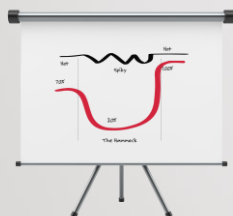| concept	skill application	learning outcomes
Why Evolve Framework 	• Use a framework to create a Why Evolve message. • Refine and practice your Why Evolve message.	• Develop science-backed stories proven to increase customer expansion.
Business Reviews 	• Create an agenda for a Business Review Meeting. • Create a customer story with contrast to document results.	• Conduct Business Review Meetings that have real impact on customer decision-makers.
Manage Tension 	• Practice employing self-interest behaviors. • Practice using relationship behaviors.	• Employ tension and specific behaviors to maintain the balance in customer partnerships..
Memorable Visuals 	• Create a visual that supports your expansion message. • Ask customers to draw.	• Increase the impact and memorability of your message by supporting it with a simple, "big picture" visual.