



Expand Success

skills for customer success

your challenge

It seems like a simple plan: improve your customers' usage of your product over the life of the contract, and you should be able to drive renewals and expansion. And like many organizations, you may have invested in a Customer Success software platform to gain visibility into usage, track interactions and problem resolution, and understand your relationship health.

However, evolving customer partnerships is about more than if and how your customer is using your product. It's also about how it's driving business value in their organization – and how you communicate that value over the course of your relationship. Without anchoring your relationship in how your customer perceives your value, you and your sales partners may be fighting uphill battles at renewal time – or worse – watching your churn rates skyrocket.

A **5%** boost
in customer
retention could
increase profits
by **25%**
or more.

— Bain & Co

what's going wrong?

- Retention and expansion conversations feel like all-new selling conversations.
- Business review meetings are simply readouts of your Customer Success software reports.
- You're not fully justifying your price and your value to your customers' business.

what if you could...

- Grow your existing relationships by getting customers to upgrade or migrate to higher value solutions?
- Transform your business reviews into critical commercial moments that improve the likelihood of customer retention and expansion?
- Manage tension and employ specific behaviors to demonstrate value and maintain balance in customer partnerships.

if...

Your ongoing customer conversations are solely about satisfaction and utilization...

You're not addressing new or evolving pressures in the marketplace since they purchased your solution...

Your churn rates are increasing...

then...

Articulate value in your customer conversations by focusing on commercial messages throughout your relationship through **Expand Success Skills for Customer Success**.

what it is

Corporate Visions **Expand Success Skills for Customer Success** follows our proven approaches for learning and applying new competencies.

flexible learning options:

In our instructor-led training, participants view e-learning content during the morning sessions prior to putting those new skills into practice. In the afternoons they work in groups to discover and apply concepts to their customers.

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.

what you gain

- Mitigate churn
- Secure renewals
- Position yourself to expand the customer relationship and increase total contract value.

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.