



Expand Value™

skills

Keep and grow your **existing customer relationships**

your challenge

Are your salespeople using the right message framework for your renewal and expansion conversations? They may be challenging new prospects with disruption-minded messages and challenging their status quo to move them off what they're doing today and toward your solution.

However, research shows that the skills and techniques you need to acquire new customers are different from the skills you need to retain and expand with existing customers. The key situations of customer retention (Why Stay) and expansion (Why Evolve) have unique pressures and demands. Disrupting or challenging your customer during a renewal or upsell situation is the exact wrong approach—one that could drive a good customer straight into the arms of your competition.

Challenging, provocative messaging **reduces customer intent to renew by**

13%

what's going wrong?

- Salespeople are not handling the upsell conversation as well as they should be.
- Salespeople using challenging, provocative messages may chase customers away.
- Sellers don't know how to discuss price increases, which either leaves money on the table or loses a customer.

what if you could...

- Encourage subscription clients to continue to renew?
- Help salespeople feel more comfortable discussing price increases?
- Expand your relationship into new areas of the organization?

if...

You're transitioning to a subscription model...

You're increasing prices...

You're having difficulty expanding and penetrating identified whitespace sell more broadly within accounts and upsell customers on new and additional offerings...

then...

Articulate value in your customer conversations by renewing customers by answering the "Why Stay?" question, and evolve your relationship by answering the "Why Evolve?" question.

what it is

Why Stay and Why Evolve 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

- Defend your insider status as competitors target your customers
- Establish the metrics and outcomes that matter most to your customer and use them to define your interactions
- Elevate business reviews into key interactions that maintain the ongoing attendance and attention of senior customer leaders