SOLUTION BRIEF

Demonstrate **Promised Value**

Prove Delivered Value in a Way That Earns Executive Confidence, Protects Incumbency, and Unlocks Expansion



Future growth depends on existing customers, but only if they can clearly see and justify the value you are delivering.

Your Challenge

70–80 percent of revenue growth is expected to come from existing customers, yet many sellers go quiet after go-live. Results are delivered, but not demonstrated. Metrics exist, but they are not connected to the business outcomes executives care about.

When value is not clearly proven, someone else fills the gap. Competitors, partners, and external voices shape the story, and it rarely works in your favor.

What's Going Wrong

- Sellers focus on adoption, utilization, and problem resolution, but stop short of connecting those outcomes to the goals that justified the investment in the first place
- Results stay trapped at the project level. Executive stakeholders disengage. Commercial conversations are postponed until renewal, by which time leverage is already lost
- By the time the customer asks, "What have you done for us lately?" the story should already be obvious. Too often, it is not

What If You Could...

- Make your value visible and relevant to every decision-maker, not just project sponsors?
- Show clear progress toward strategic goals using data your customers trust?
- Turn delivered results into proof that holds up in renewal and expansion conversations?
- Use customer stories with contrast to make the impact tangible and memorable?

If...

- Executives struggle to connect operational progress to business outcomes
- Renewal conversations surface late and feel defensive
- Competitors can reframe value before you do
- Strong results fail to translate into confidence or growth

Then...

You need **Demonstrate Promised Value**: evidence-backed skills that help sellers document results and lead commercial conversations that prove impact and shape what comes next.

What It Is

Demonstrate Promised Value consists of two skills:

1 Document Results

Build a clear, credible value story by documenting results against the success metrics agreed at the start of the partnership. Connect project, business unit, and corporate outcomes using data, linkages, and before-and-after contrast, combining quantitative proof with human stories that make the impact real.

2 Lead Business Review Meetings

Use Business Review Meetings as strategic commercial conversations, not status updates. Facilitate reviews that reinforce your value story with the right stakeholders, demonstrate progress toward business goals, and earn the right to discuss renewal and expansion.

What You Gain

- Stronger executive engagement throughout the contract term
- Clear proof of value that protects incumbency and reduces renewal risk
- Increased confidence and credibility in expansion conversations
- Less exposure to competitive reframing
- A shift from reporting activity to leading strategic value conversations