SOLUTION BRIEF

Define **Success Metrics**

Anchor Expansion and Renewal Conversations in Metrics That Matter to Every Stakeholder



Your Challenge

Strong delivery doesn't guarantee renewal—or expansion.

Most sellers measure what's easiest to access, not what actually drives decisions. In fact, around 80 percent of metrics are tracked at the project level, while roughly 80 percent of buying, renewal, and expansion decisions involve executives focused on corporate outcomes.

When those metrics don't connect, even measurable success gets discounted. Dashboards look green, but the value story falls apart where it matters most: with the people deciding whether to stay, expand, or walk away.

What's Going Wrong

- Sellers default to activity metrics that feel reassuring internally but fail to satisfy their customers
- Project-level measures dominate because they're visible and familiar. Business unit and corporate outcomes are implied, not proven
- When renewal or expansion conversations arrive, sellers scramble to retrofit a value story after the fact

What If You Could...

- Define success the way your customer defines success, across project, business unit, and corporate levels?
- Show how day-to-day execution directly drives towards the outcomes executives are accountable for?
- Create a value story that holds up in renewal and expansion conversations, not just delivery reviews?
- Use agreed metrics as a shared language of value throughout the partnership?

If...

- Renewal conversations drift into activity lists instead of business impact
- Executives disengage because the metrics you present don't map to their priorities
- Expansion discussions stall because value feels implied, not demonstrated
- Competitors can redefine success late in the relationship

Then...

You need **Define Success Metrics**: evidence-backed skills that help sellers co-create, connect, and operationalize success metrics that resonate at every level of the customer organization.

What It Is

Define Success Metrics consists of two skills:

1 Agree on Metrics at Multiple Levels

Define success using the **Triple Metric**—corporate, business unit, and project—so success criteria matter to every stakeholder involved in renewal and expansion decisions.

2 Plan for Partnership Success

Lock metrics in early through partnership planning by defining ownership, data access, and reporting cadence, so progress is visible, credible, and defensible long before renewal pressure hits.

What You Gain

- Renewal and expansion conversations grounded in your customer's definition of success
- Clear executive relevance, even when results are still accumulating
- Stronger leverage by proving value before renewal discussions begin
- Reduced risk of last-minute reframing by competitors
- A shift from operational reporting to strategic partnership conversations