



# Create Success

skills for  
customer success

## your challenge

The mission of the Customer Success team is vital to your organization. With the vast majority of company revenue in a given year coming from existing customers, it's the Customer Success team's job to strategically manage, nurture, and grow those customer relationships.

However, in order to be successful, Customer Success managers must engage those customers in ways that are markedly and scientifically different from how they were engaged when they were prospects. It's not enough to drive people to use your product or service; you must continue to communicate the business value they're getting from it.

Nearly half of companies surveyed invest **less than 10% of their marketing budgets** in messaging and content for key customer success situations like renewals and upsells.

— Corporate Visions research

## what's going wrong?

- Customer Success teams don't know how a new customer will measure success and business value derived from the solution.
- Review meetings focus purely on usage tracking and analytics, and not on what increased usage could do for the company.
- Customer relationships aren't being proactively managed for long-term success.

## what if you could...

- Reinforce the customer's buying decision to choose you?
- Define what success looks like with the customer from the very beginning?
- Drive accountability on both sides and develop a successful long-term relationship?

## if...

You're building or expanding a Customer Success team...

Your sellers aren't transitioning new accounts to Customer Success with buying criteria and desired metrics...

Your client review meetings focus only on usage metrics from your Customer Success software platform...

## then...

Articulate value in your customer conversations by aligning your definition of value with the right metrics early in the relationship through **Create Success Skills for Customer Success**.

## what it is

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

### flexible learning options:

Working individually and in small groups, your team attends an onsite or virtual instructor-led classroom environment with live facilitation and coaching, and work with peers to apply skills and concepts to live customer relationships.

### 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

- See the psychological biases at play in your customer's mind.
- Experience messaging to help reinforce the decision they made to choose you.
- Drive accountability and long-term relationship success.