



conversation skills

for customer success

your challenge

The tendency for many organizations as they build out a Customer Success team is to implement a customer success platform and train the team in the measurements and analytics of user engagement, and to focus primarily on adoption, utilization, and problem resolution.

The problem is, while Customer Success teams focus only on delivering on the nuts and bolts and the foundational elements of the relationship, they often lose focus on the business goals and visibility of their customer executives. That lack of focus often yields what we call a “commercial messaging void,” where business executives get no insight or feedback on how your offering is impacting their business and contributing to meeting their goals.

60% of customer success respondents said they **lost accounts** because they were unaware their key stakeholders and influencers were **NOT ALIGNED**, or had left the organization.

— Totango survey

what's going wrong?

- Customer Success teams don't know how a new customer will measure success and business value derived from the solution.
- Executives stop attending meetings and business reviews because Customer Success teams present only tactical metrics around adoption and usage.
- Customer Success teams aren't part of the customer retention or expansion conversations.

what if you could...

- Define what success looks like with the customer from the very beginning?
- Keep executives engaged throughout the entire relationship?
- Focus ongoing customer conversations on business value and prepare for retention and expansion conversations?

if...

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

Your churn rates are growing even though you're tracking adoption and usage...

You're considering implementing a Customer Success qualified lead program...

then...

Show your Customer Success team how to be more commercially savvy and close the commercial messaging void through **Conversation Skills for Customer Success**.

what it is

With **Corporate Visions' Conversation Skills for Customer Success**, your Customer Success team will learn to mitigate churn, help secure renewals, and position your organization to expand customer relationships and increase total contract value.

- **Create Success:** Anchor your early relationship in business value, and jointly establish the metrics your partnership will impact.
- **Elevate Success:** Understand executive decision making and tailor your conversations to executive roles.
- **Expand Success:** Keep and grow your existing customer relationships by focusing on commercial messages.

what you gain

- Align your definition of value with the right metrics early in the relationship.
- Maintain executive access throughout the relationship.
- Facilitate commercial conversations with the right customer stakeholders.