



Elevate Success

skills for
customer success

your challenge

Executives who purchased your solution not only want you to understand their business, they expect it. Throughout the purchase process, your sales team likely made a strong business case to top-level decision makers, and mapped out the positive financial impact your solutions can have on their business. Now it's time for you to deliver.

However, many organizations focus more on operations and usage after the customer relationship transitions to Customer Success. As a result, executives stop attending meetings and business reviews because Customer Success teams present only tactical metrics around adoption and usage.

Executives value
business
conversations
4x more
than product
conversations.

what's going wrong?

- Conversations that don't generate sufficient business curiosity make it difficult for you to maintain access to key executives and decision makers.
- An inability to financially justify your solution's business impact means your relationship will remain at the tactical, operational level of their organization.
- Failing to illustrate alignment across your entire suite of products and services means you'll only be able to deliver part of your portfolio.

what if you could...

- Tell a differentiated story based on business value?
- Engage executives with the confidence that you've been there before?
- Motivate your customers with a compelling economic value proposition?

if...

Customer decision makers demand business insights that you can't provide...

They're not attending your review meetings because you're not demonstrating alignment with their initiatives...

You can't build credibility by presenting the appropriate financial justification...

then...

Articulate value in your customer conversations by engaging executives and maintaining urgency throughout your relationship through **Elevate Success Skills for Customer Success**.

what it is

Corporate Visions **Elevate 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

- Business knowledge that helps you discover the external factors, initiatives, and performance issues that drove your customers to your solutions.
- Customer insights that help you prioritize points of potential business alignment.
- Executive engagement skills that help you illustrate how you can help customers operate differently.