



# Expand Success

## skills for customer success

### your challenge

It seems like a simple plan: improve your customers' usage of your product over the life of the contract, and you should be able to drive renewals and expansion. And like many organizations, you may have invested in a Customer Success software platform to gain visibility into usage, track interactions and problem resolution, and understand your relationship health.

However, evolving customer partnerships is about more than if and how your customer is using your product. It's also about how it's driving business value in their organization – and how you communicate that value over the course of your relationship. Without anchoring your relationship in how your customer perceives your value, you and your sales partners may be fighting uphill battles at renewal time – or worse – watching your churn rates skyrocket.

A **5%** boost  
in customer  
retention could  
increase profits  
by **25%**  
or more.

— Bain & Co

### what's going wrong?

- Retention and expansion conversations feel like all-new selling conversations.
- Business review meetings are simply readouts of your Customer Success software reports.
- You're not fully justifying your price and your value to your customers' business.

### what if you could...

- Grow your existing relationships by getting customers to upgrade or migrate to higher value solutions?
- Transform your business reviews into critical commercial moments that improve the likelihood of customer retention and expansion?
- Express your solution's value in a way that anchors your customer to a high price target and expands their range of reason?

## if...

Your ongoing customer conversations are solely about satisfaction and utilization...

You're not addressing new or evolving pressures in the marketplace since they purchased your solution...

Your churn rates are increasing...

## then...

Articulate value in your customer conversations by focusing on commercial messages throughout your relationship through **Expand Success Skills for Customer Success**.

## what it is

Corporate Visions **Expand 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

- Mitigate churn
- Secure renewals
- Position yourself to expand the customer relationship and increase total contract value.