



# Expand Value™

skills for  
high-velocity sellers

Reinforce your value and **create more opportunities**

## your challenge

Are your high-velocity, transactional salespeople using the right message framework for your renewal and expansion conversations? They may be challenging new prospects with disruption-minded messages and challenging their status quo to move them off what they're doing today and toward your solution.

However, research shows that the skills and techniques you need to acquire new customers are different from the skills you need to retain and expand with existing customers. The key situations of customer retention (Why Stay) and expansion (Why Evolve) have unique pressures and demands. Disrupting or challenging your customer during a renewal or upsell situation is the exact wrong approach—one that could drive a good customer straight into the arms of your competition.

Challenging, provocative messaging **reduces customer intent to renew by**

**13%**

## what's going wrong?

- Salespeople are not handling the upsell conversation as well as they should be.
- Salespeople using challenging, provocative messages may chase customers away.
- Sellers don't know how to apologize for service failures.

## what if you could...

- Encourage subscription clients to continue to renew?
- Expand your relationship into new areas of the organization?
- Convert unhappy customers into an opportunity for customer expansion?

## if...

You're transitioning to a subscription model...

Customer churn is on the rise...

You're having difficulty selling more broadly within accounts and upselling customers on new and additional offerings...

## then...

Articulate value in your customer conversations by renewing customers by answering the Why Stay question, and evolving your relationship by answering the Why Evolve question.

## what it is

**Expand Value Skills for High-Velocity Sellers** follows our proven approaches for learning and applying new competencies.

### **flexible learning options:**

In our instructor-led training, participants view e-learning content for a pre-event knowledge transfer of the skills they'll be putting into practice. In the classroom, they work in groups to discover and apply concepts to their actual accounts and opportunities.

In our online training, participants self-schedule and complete online modules, then actively apply skills by reviewing a challenge assignment and rubric, then practicing and submitting a video recording. They receive personal coaching from Corporate Visions facilitators about how they applied their new skills.

### **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

- Defend your insider status as competitors target your customers.
- Establish the metrics and outcomes that matter most to your customer and use them to define your interactions.
- Use compelling storytelling techniques to share common results and encourage your customer to share the success they have achieved using your solutions.