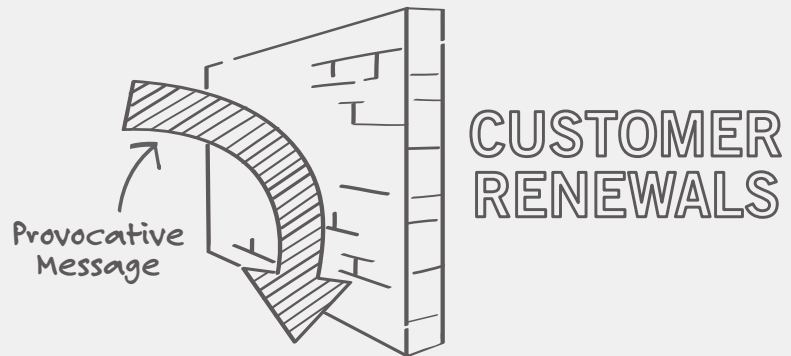


# EXPAND VALUE IN YOUR CUSTOMER CONVERSATIONS

Challenging, provocative messaging reduces customer intent to renew by **13 percent**.



## Business Challenge

Are your 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.



## How This Affects You

- 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 discuss price increases, which either leaves money on the table or loses a customer



## What if You Could...

- Encourage subscription clients to continue to renew?
- Help salespeople feel more comfortable discussion price increases?
- Expand your relationship into new areas of the organization?

## If...

You're transitioning to a subscription model...

You're increasing prices...

You're having difficulty expanding and penetrating identified whitespace sell more broadly within accounts and upsell customers on new and additional offerings...

## Then...

**Expand Value** in your customer conversations by renewing customers by answering the "Why Stay?" question, and evolve your relationship by answering the "Why Evolve?" question.

WHY STAY		
Course Title	Content	Time to Complete
Start Here:	How This Training Works	1 minute
Part 1:	Download Workbook & Planner	1 minute
	Renew Customer Relationships	19 minutes
	Reinforce the Status Quo	9 minutes
	Identify Relevant Performance Metrics	9 minutes
	Document Results Assignment	30 minutes
Part 2:	Set High Targets to Drive More Value	16 minutes
	Create Memorable Stories Using Visuals	16 minutes
	Use Stories to Spike Interest	16 minutes
	Why Stay Assignment	30 minutes
Video Challenge	Why Stay Online Video Challenge	30-60 minutes
Program Completion	Activate Virtual Coach & Program Evaluation	2 minutes

WHY EVOLVE		
Course Title	Content	Time to Complete
Start Here:	How This Training Works	1 minute
Part 1:	Download Workbook & Planner	1 minute
	Document Results Achieved	9 minutes
	Expand Customer Relationships	14 minutes
	Use Stories to Spike Interest	14 minutes
	Document Results Assignment	30 minutes
Part 2:	Discover How the Brain Makes Decisions	20 minutes
	Deliver Powerful Stories	8 minutes
	Convey What your Customer Can Do Differently	6 minutes
	Why Evolve Meetup	30 minutes
Video Challenge	Why Evolve Online Video Challenge	30-60 minutes
Program Completion	Activate Virtual Coach & Program Evaluation	2 minutes