Training Programmes

Customer success excellence

Customer success excellence
Success Star Programme

Level 1: 5 Half-days

FLUME
SALES TRAINING

OVERVIEW

1.0 Customer Success excellence

Customers have high expectations from their chosen vendors- they want an effortless experience. However, many CSMs approach relationships in the wrong way and actually make things harder for customers. The strongest CSMs are doing things differently.

1.1 Driving customer engagement

The strongest CSMs focus on making everything easy for the customer. They help the customer at every interaction by minimising unnecessary complications and preventing unwanted surprises.

1.2 Questioning to retain and grow

A deep understanding of the customer is crucial to both retaining and growing accounts. However, research shows that most CSMs fail to meet customers' expectations of questioning and discovery.

1.3 Pitching for retention and growth

Being able to demonstrate that your solution is the best way forward for your customer increases loyalty and reduces the likelihood that they'll consider your competitors. It's also vital in driving urgency and commitment to new opportunities. Unfortunately, most customers are sceptical and underwhelmed by pitches.

1.4 Assertive objection handling

There are more reasons than ever for customers to object; however, many objections are caused or strengthened by what the CSM does. Dealing with an objection in the right way- the way the customer needs you to, can be the difference between them renewing or not.

CONTENT & OUTCOMES

In this module you will:
- Shift to the customer's perspective and learn what they need from the customer success experience
- Learn the biggest customer success mistakes and their impact on customer loyalty
- Explore research into what top CSM's are doing differently and how you measure up

Outcome: A deep understanding of what customers expect and demand from customer success professionals

In this module you will:
- Learn how to plan for best-in-class customer success communications at every stage of the customer life cycle
- Learn how to write high impact, effective emails
- Create a simple and powerful mechanism for taking the lead in any customer conversation and driving it to the desired outcome

Outcome: A standout customer service approach every time

In this module you will:
- Understand the different areas your customer needs you to explore if you are to retain and grow the relationship
- Learn an incredibly powerful and easy-to-use framework for questioning that increases loyalty and uncovers opportunities for upsell
- Learn game-changing approaches to understanding your customers and their real needs

Outcome: A fluid and powerful customer success conversation that increases retention and unlocks opportunities for growth

In this module you will:
- Explore why your solution exists and how to message this to your customer in the most powerful way
- Learn powerful and unique approaches for both positioning and pitching your solution
- Come away with a ready-to-use toolkit for aligning your solution, driving retention, and upselling new opportunities

Outcome: Stronger commitment to your solution and greater buy-in to new opportunities

In this module you will:
- Learn why customers raise objections and what they need from you if you are to prevent or overcome them
- Develop a powerful structure to deal with any customer objection
- Come away with ready-made objection handling toolkits tailored to your most common objections

Outcome: Fewer objections and more consistency in overcoming them

Customer success excellence
Success Legend Programme

Level 2: 5 Half-days

FLUME
SALES TRAINING

OVERVIEW

2.0 Customer Success excellence

Customers have high expectations from their chosen vendors- they want an effortless experience. However, many CSMs approach relationships in the wrong way and actually make things harder for customers. The strongest CSMs are doing things differently.

2.1 Tailoring your conversation

The customer experience is the biggest driver of both loyalty and growth. Customers are far more likely to invest when they can see personal value so the strongest CSMs adapt their approach to their customer's personality and role. They look to connect both emotionally and rationally.

2.2 Proactive problem solving

Customers are unique and often have complex problems that can make success difficult and quickly damage the relationship. The best CSMs proactively identify and resolve issues through creative thinking, research, and customer collaboration.

2.3 Powerful proposals

For your customer, often the toughest part of buying a new or expanded solution starts when they must convince other stakeholders. With decisions under more scrutiny than ever, a water-tight business case that convinces the entire decision-making group is vital. The right proposal, created for the right people in the right way makes this simple and easy.

2.4 Speeding up decisions

The decision-making group is growing and becoming more senior. This makes buying anything new and even renewing a deal, more complex and risky. The best CSMs work with their customers and help them navigate the process.

CONTENT & OUTCOMES

In this module you will:

- Shift to the customer's perspective and learn what they need from the customer success experience
- Learn the biggest customer success mistakes and their impact on customer loyalty
- Explore research into what top CSM's are doing differently and how you measure up

Outcome: A deep understanding of what customers expect and demand from customer success professionals

In this module you will:

- Learn how to speed read your customer's personality type to connect meaningfully and build rapport
- Understand specific customer types and what they need from you
- Learn how to dramatically increase customer engagement by talking their language

Outcome: Customers are more connected, engaged, and more able to take action from the conversationn

In this module you will:

- Learn a framework for identifying, understanding, and resolving issues
- Understand how to position advice in a way that is both memorable, engaging and drives customer action
- Explore how to collaboratively brainstorm solutions to customer challenges

Outcome: Customers that can easily move on from any challenging situation

In this module you will:

- Take a deep dive into the journey of a proposal and exactly what your customer needs it to achieve
- Understand the impact of your current proposals and how that will affect conversion rates
- Create a unique and powerful structure for your proposals

Outcome: Higher quality upsell proposals which convince the wider decision-making group

In this module you will:

- Understand the challenges customers face when selling internally and what they need to make this process seamless
- Come away with a toolkit for helping your customer pre-empt these challenges and partner with you to quickly convince internal stakeholders
- Identify how to drive quicker decisions around retention and growth

Outcome: Positive customer decisions more quickly

Customer success excellence
Success Guru Programme

FLUME SALES TRAINING

Level 3: 5 Half-days

OVERVIEW

3.0 Customer Success excellence

Customers have high expectations from their chosen vendors- they want an effortless experience. However, many CSMs approach relationships in the wrong way and actually make things harder for customers. The strongest CSMs are doing things differently.

3.1 Account planning

All accounts can grow but being able to identify which ones have the greatest potential is vital. This requires a structured approach to planning around retention, driving results and growth.

3.2 Teaching with stories

More than ever, customers are looking to make safe decisions. They need to trust that whatever you're recommending is going to work. Facts, figures, and stats are good, but they don't create the emotional response necessary for driving change. Stories are 22x more memorable than stats and figures. The right stories teach customers how to make the most out of your solution and why they should consider new opportunities.

3.3 Powerful presentations

Presenting is often a core component of the customer success experience so nailing it is vital. With charisma, structure, and the right message you can take your customer on the right journey every time.

3.4 Assertive negotiation

With budgets under pressure and with huge amounts of competition, negotiation is becoming an ever more important component of the customer success relationship. However, too often CSMs approach negotiation in the wrong way which can result in poor outcomes.

CONTENT & OUTCOMES

In this module you will:
- Shift to the customer's perspective and learn what they need from the customer success experience
- Learn the biggest customer success mistakes and their impact on customer loyalty
- Explore research into what top CSM's are doing differently and how you measure up

Outcome: A deep understanding of what customers expect and demand from customer success professionals

In this module you will:
- Explore how much you really know about your customers and which insights you need if you are to purposefully grow any account
- Learn how to identify which accounts have the greatest opportunity for growth and how to map stakeholder relationships
- Use a game-changing template to create and execute your account plan

Outcome: A powerful and defined process for account retention and growth

In this module you will:
- Learn why stories are more powerful than ever before and how they can be used to fix problems and drive upsell
- Find out how to create stories that teach best practice and drive upsell
- Create real stories personalised for your customers

Outcome: CSMs who can connect with customers on an emotional level and teach them how to maximise impact and opportunity

In this module you will:
- Explore your personal strengths and work-on areas from the customer's perspective
- Understand how to message and structure your presentation in a way that will make it easy for the customer to say 'yes'
- Learn ground-breaking techniques to dramatically improve your charisma levels

Outcome: Increase the impact of every customer presentation

In this module you will:
- Learn why your customers negotiate, how to avoid it and how to adapt your approach
- Find out where you stack up against the strongest negotiators
- Learn a powerful and simple framework for planning and running your negotiations

Outcome: Less negotiation, higher yields