

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.

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

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.

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

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.

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

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.

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

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.

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