

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.

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

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.

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

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.

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

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.

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

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.

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