

# STOP THINKING LIKE A CSM-START THINKING LIKE A BOSS

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Guide to CSM Growth Mindset

# Renewals v Upselling

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Renewals are one thing, upselling is another. Money and growth speaks to the business, plain and simple.



## What can you do?

- Understand how your customers are utilizing the platform, dig deeper into their business needs and problems. Find a way that your product can help them address deeper issues - maybe even in different departments.
- Depending upon how your business is set up, flag these opportunities to your account managers, sales team, or handle the upsell yourself. Either way, you will get noticed for going above and beyond to gain revenue for the business.

# Customer Story Telling

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This is a relatively new idea to businesses. Jump in and show them that you are a master at story telling, they will see you and latch on!

## What is story telling?

**Definition:** *Story telling is the art of crafting customer success stories by understanding the right questions to ask to pull ROI and value from the customer that they may not have even known existed.*

### ① Start with an Interview

- This part can be done by email, phone, or via video conferencing
- I recommend video conferencing because it lends to more organic conversation, a personal touch, and by recording the interview you have footage to use later

### Examples of some interview questions?

- What challenges were you facing as a business and what helped you solve them?
- How has our product improved your day to day life? (are there any hard numbers for ROI)
- Where do you think you would be today had you have not purchased our product?
- Which product feature has been the most impactful?
- How has adding this product affected your bottom line?



# Customer Story Telling cont.

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## How to craft the story.

Now when crafting a story, always have your target buyer in mind. What problems do they face on a day to day? How can your customer attest to solving their exact problem?



*Tip: incorporate data driven statistics as to how it improved their business. This will help quantify your impact and speak more to buyers.*

## What to do once you have the story?

- Send the story, interview Q&A, and ROI stats on through your boss, to the marketing team.
- They will be impressed that you did most of the heavy lifting for them, and remember your effort!
- You will bring the marketing team content that they sells!



# Create Advocates

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Advocates are more important to businesses now than ever before. Buyers today rely on peer reviews before making any decisions. Advocates are your secret weapon to growth and sales, period.

The more advocates you empower, the more your name is attributed to business growth.



## How to turn your customers into advocates

- Communication is key - humanize technology by calling them, sending a personalized email...even if they don't answer, you leaving them that voicemail makes them feel like you care.
- What can you do to support their career growth - outside of your product? Create programs, for your clients that incorporate thought leadership within their space. Provide continuous learning opportunities that are happening in the community. You help them to grow and they will help you.

# Use Data to Support - ALWAYS

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If you have a theory about an underutilized feature, what do you do before addressing it with the product team? You come with evidence to support your claim. Same thing with upper management, use data to identify trends within the entire customer base. Use things like:

$$\text{Churn Rate} = \frac{\text{\# of customers who churned}}{\text{Total \# of customers}}$$

$$\text{LTV} \quad \text{(Lifetime Value)} = \frac{\text{ARPA} \quad \text{(avg revenue per account)}}{\text{Customer Churn Rate}}$$

$$\text{Renewal Rate} = \frac{\text{\# of customers who renewed}}{\text{Total \# of customers up for renewal}}$$



**Always come with ideas for efficiency and growth**

The business cares about the bottom line....that means saving money where they can and earning revenue where they can. Come with a well thought out presentation that:

- States the problem in the current state (supported by data)
- What will happen if you continue in the current state (supported by data projections)
- A plan for the future state (supported by data projections)

# Use Data to Support cont.

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## Keep data on yourself and your achievements

When it comes time to pitch for that promotion or a raise, you'll want this information at your finger tips. The more money you bring into the business, the less they can say when you ask for these things. Evidentiary support is your best friend.

- How much money have you brought into the business?
- How have your programs impacted renewal rates? - calculate the dollar value that impact has come out to be





# Secrets to a Growth Mindset

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Always be willing to learn, always be thinking about growth, never let the saying “if it ain’t broke don’t fix it” dictate your actions. There is always some thing in the business that can be done better. There is always room for improvement.



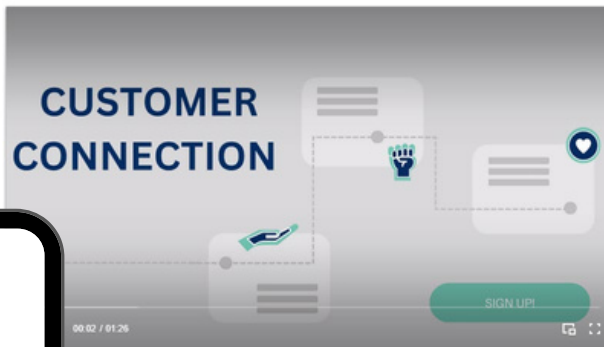
## Always ask for feedback

- Ask every customer you have for feedback on how you are doing or how the process is going. Be receptive, there is ALWAYS room for improvement.
- Ask every business leader you have worked with for feedback as well. Not only will their input guide you, but it shows them that you are willing to put yourself out there and that you have a **GROWTH MINDSET**.



## WELCOME TO THE CUSTOMER CONNECTION COURSE

Whether you are a business leader, or an individual contributor looking to make an impact, this course is for you!



### Pro Tip:

**Most companies have continuous learning budget for their employees...present the course to your boss, they will most likely pay for it!**

**Bonus: your boss will be impressed!**

## Join us for Customer Connection

This course will dive deeper into ways that you can impact your business and grow your career by adopting a growth mindset with a customer at the heart foundation. We are in the age of the customer, what are you doing to lean in?

**CLICK HERE TO REGISTER**