



VIRTUAL MEET UP: THE GROWING RENEWALS & EXPANSION CHALLENGE

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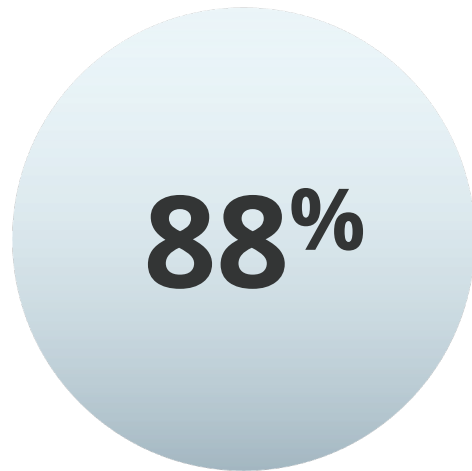


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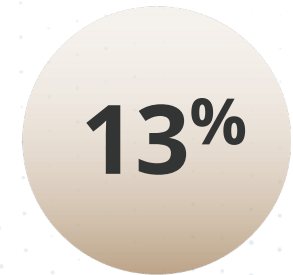
RENEWAL CHALLENGE - METRICS



Of executives don't know
how to value their
technology investments (PwC)



The increase in customer
churn since FY21 (Paddle)



The increase in customer
churn since Jan 23 (Paddle)



The percentage of churn that is actually
under the solution provider's control,
providing a great opportunity to
intervene and improve (Paddle)

YOUR CHALLENGE?



What are you experiencing with your own renewals and expansions?



Gross Retention



Net Retention



Churn



Expansion



Up and Cross Sell

REALIZED VALUE DEFINED?




Realized Value – What does it mean to you?

- May not mean proving the pre-sales business case?
- GROWS – a framework for post-sale value storytelling and review success?



BEST PRACTICES SHARING



**What has
worked well
for you?**

01

Streamlining the handoff: Passing the baton from pre-sales to post-sales?

02

Automation of post-sale realized value?

03

Getting customer success to engage and adopt, coaching and supporting success?

TANGIBLE RESULTS?



What are some of the tangible improvements you've achieved?

HOLDING YOU BACK?



What is holding you back from advancing realized value?

01

Budget constraints and cutbacks in your own value programs?

02

Cutbacks, constraints and reorganizations in customer success?

03

Lack of leadership support?

04

Lack of method and structure?

05

Lack of automation and tools?

VALUE REALIZATION RESOURCES



VALUE COFFEE TALK



MATTHEW EDWARDS
CHIEF CUSTOMER OFFICER, DEFENSESTORM



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VALUE PROGRAM EXPERT



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Episode 33: Chief Customer Officer Perspective – How Valuable is Customer Success?

Episode 33

VALUE COFFEE TALK



Episode 27:
Value Realization – A Practical Guide for Customer Success

Episode 27

VALUE COFFEE TALK



Episode 14:
Value Realization Roadmap

Episode 14

VALUE COFFEE TALK



Episode 10:
Cracking the Code on Value Realization

Episode 10

WHAT IS NEXT?



**NEW - Download and share
the new Value Metrics that
Matter e-book**

<https://geniusdrive.com/metrics-that-matter-driving-your-value-selling-marketing-and-customer-success/>



**WEBINAR: Unveiling
Research – Value Selling
Impact & Adoption
Benchmarks**

<https://geniusdrive.com/webinar-unveiling-research-benchmarks-for-value-selling-tools/>



**Webinar: C-Level
Perspectives – The Art and
Science of Value Selling**

<https://geniusdrive.com/webinar-c-level-perspectives-the-art-and-science-of-value-selling/>