



SANDLERSM

Customer Success Series

In many organizations, Customer Success professionals possess the most intimate knowledge of existing customers. They wear many hats – from solving customer problems to identifying opportunities for new solutions, all leading to retention and growth of accounts.

Highly capable CS professionals rank among a company's most powerful assets but many have never had focused CS skills development training that will enable them to effectively carry out their mandate.

The **Customer Success Series** delivers a comprehensive set of skills, strategies and mindsets that empower them to succeed.



CUSTOMER SUCCESS DESIGN AND DELIVERY

THE PROGRAM

- 60-minute virtual training sessions
- Ten sessions, one per week
- Wednesdays
- 2/1/23 - 4/12/23
- 12:30 AM CT to 1:30 PM CT

TOPICS

- Supportive Beliefs & Mindsets
- Engaging Across the Organization
- Conducting Successful Meetings
- Effective Questioning Strategies
- Working through Challenging Situations
- Surfacing Potential Opportunities
- Connecting Customer Pain with Product Capabilities
- Conducting Value-Based Conversations

Transform your CS professionals into confident, consultative advisors who can identify hidden opportunities and convert them into **ongoing revenue, client growth and retention.**

Sandler Training by Coffman Group
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DESIGNED FOR CUSTOMER SUCCESS TEAMS WHO:

- Are struggling to expand the relationship within their customers to the C-level
- Need to develop the techniques and tactics to navigate questions and objections more effectively
- Have had challenges with upselling and cross selling
- Want to up-level their skills as a CS professional

OUTCOMES TO EXPECT:

- Developing a Mental Framework for Success
- Elevating the Customer Success Manager's Status into C-Suite
- Creating Shared Expectations
- Finding the Real Meaning in a Client's Request
- Managing Relationships and Communications Effectively
- Identifying Signs that Prospective Opportunities Exist
- Delivery Renewals, Expansions and Upgrades
- Leading Productive Conversations

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