

The Revenue Cycle

The Power of Customer Success



Doug Landis

*Growth Partner
Emergence Capital*

platinum sponsor



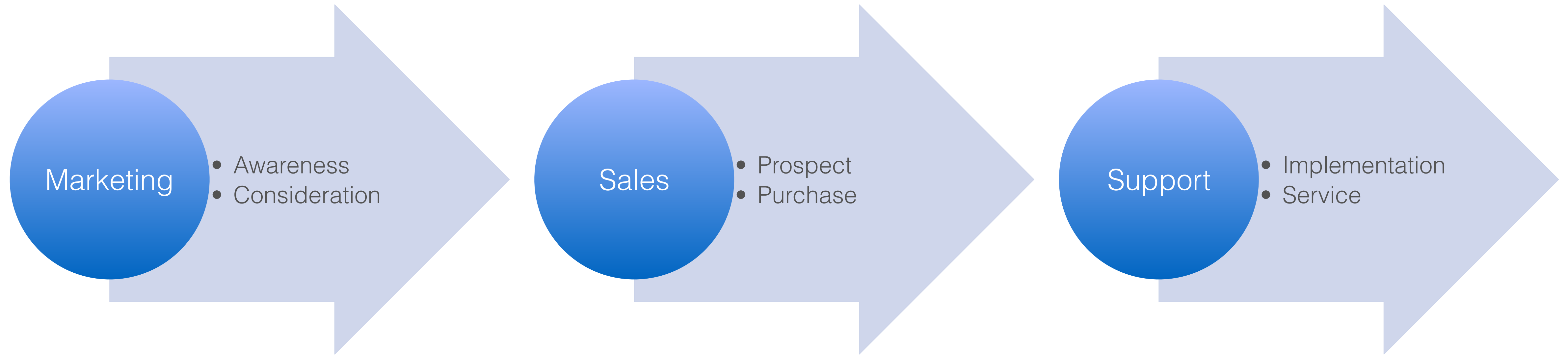
15 years ago ...

2002

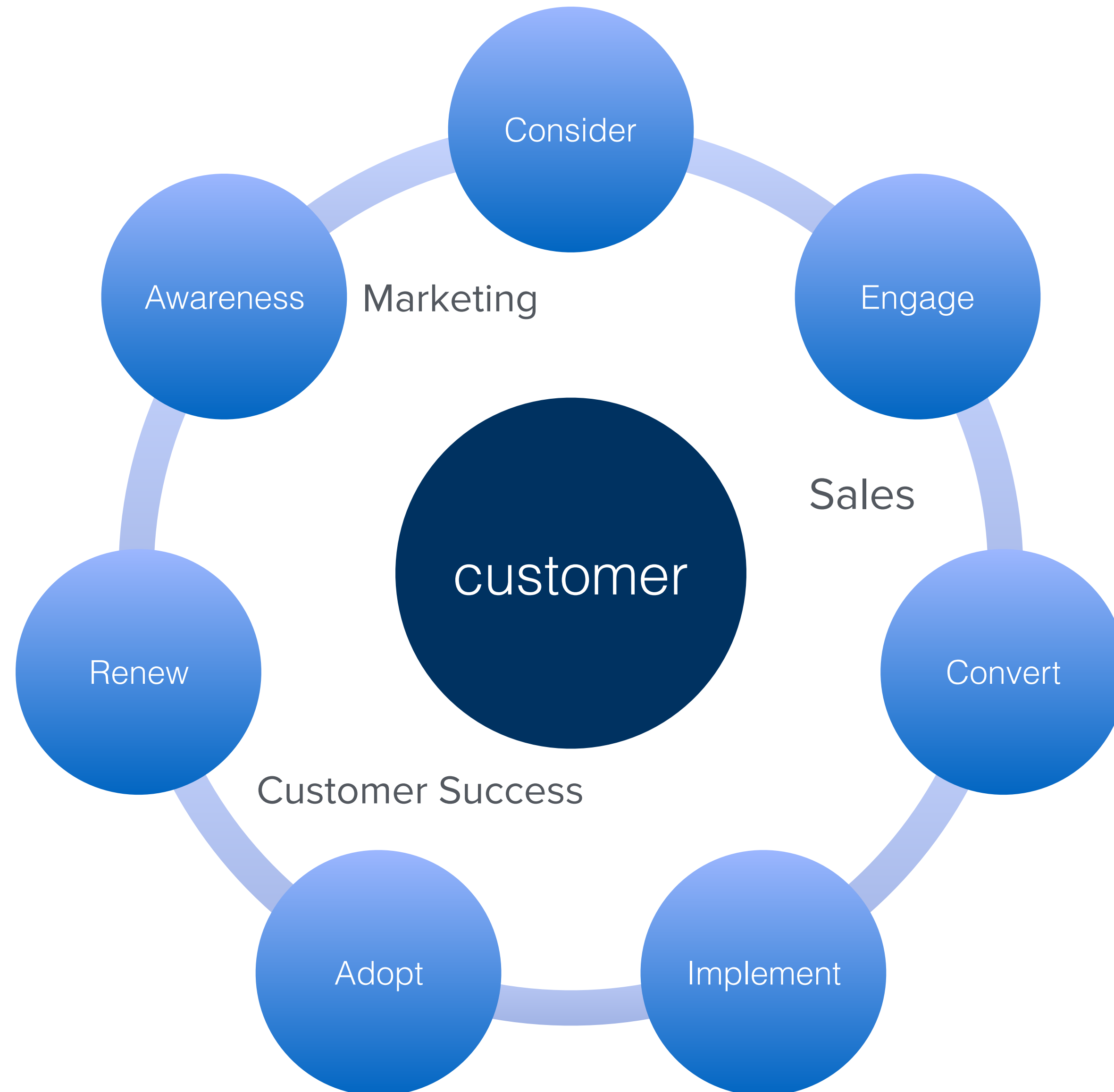
2017



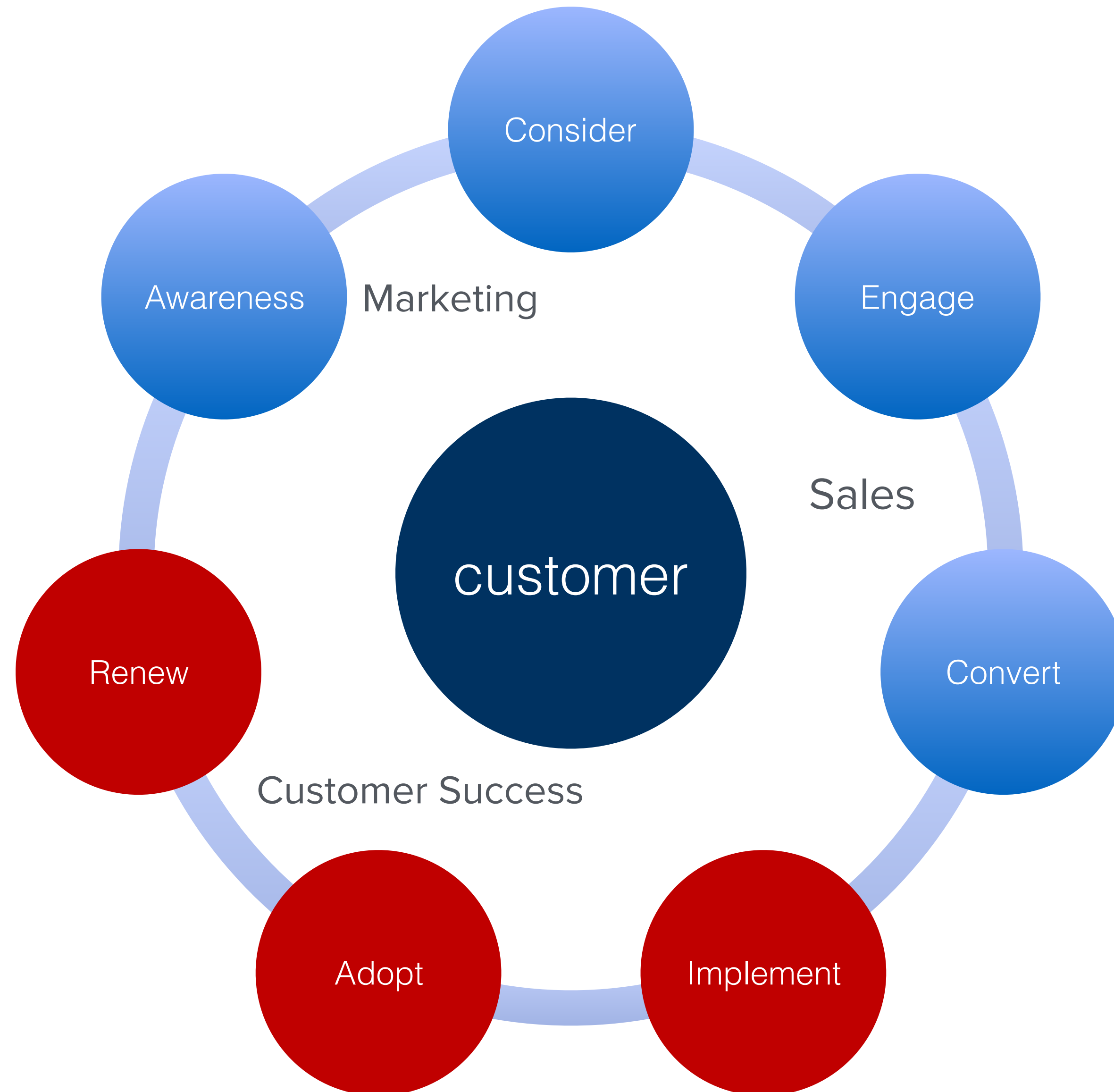
The customer engagement process was very linear ...



Since SaaS, customer engagement is constant & dynamic



What's changed the most in the last 15 years?



Which roles are responsible for driving revenue?

Every role in the company should be focused on Revenue

The Revenue Cycle



In a modern organization what does it mean to become a revenue driver in Customer Success?

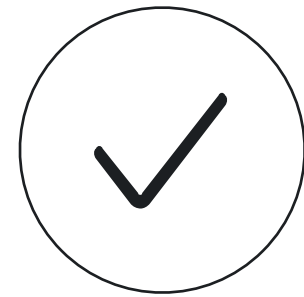
Why Me?

**Spent the last 15 years helping Google,
Salesforce.com & Box scale & grow from \$'s to IPO**

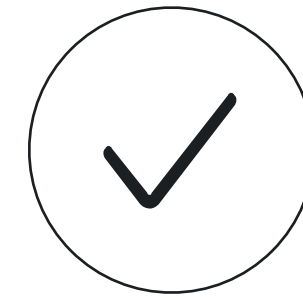
4 tips to help Customer Success become Revenue Drivers



Shift Your
Focus



Build a Key
CSM Team

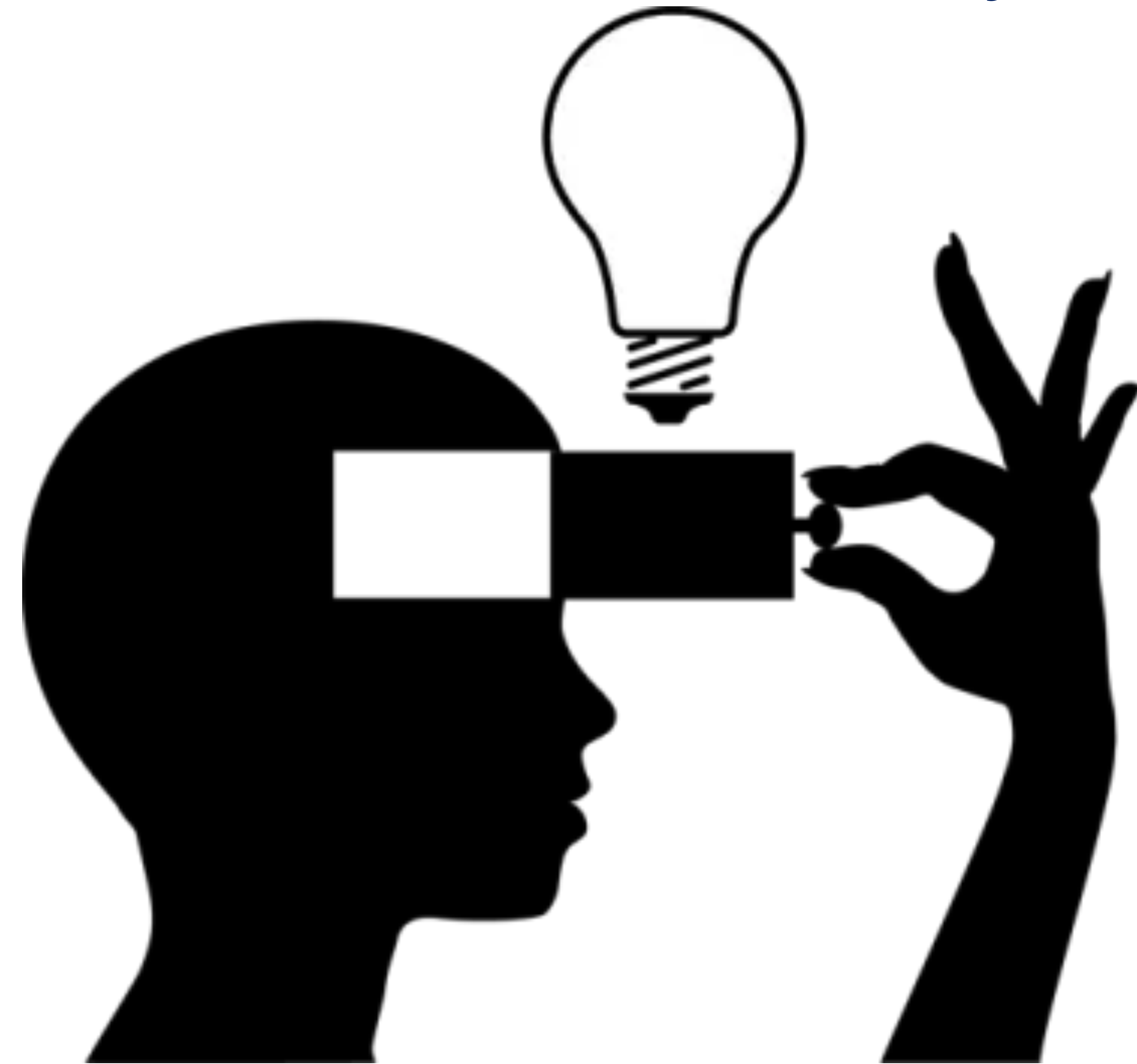


Train, Train
Train



Get on
Message

Shift your focus



Move beyond

Adoption

Implementation

Integration

Use Cases

Build a Key CSM Team



Their Responsibility:
Net Retention

They maintain a
Quarterly
Net Retention Target

Net Retention =
Upsell + Churn

The key to making this team successful?



Pay them a **Quarterly Bonus** if they hit their Net Retention Targets!

The Results?

CS Team

89% Gross Retention

113% Net Retention - "Best in class"

Key CSM Team

94% Gross Retention

118% Net Retention

Team generated 79 Closed Won Opps worth \$6.2M in ARR

Train, Train, Train

It's all about the basics



Engaging w/customers



Running a Meeting



Simple Discovery



Handling Objections

Get on Message

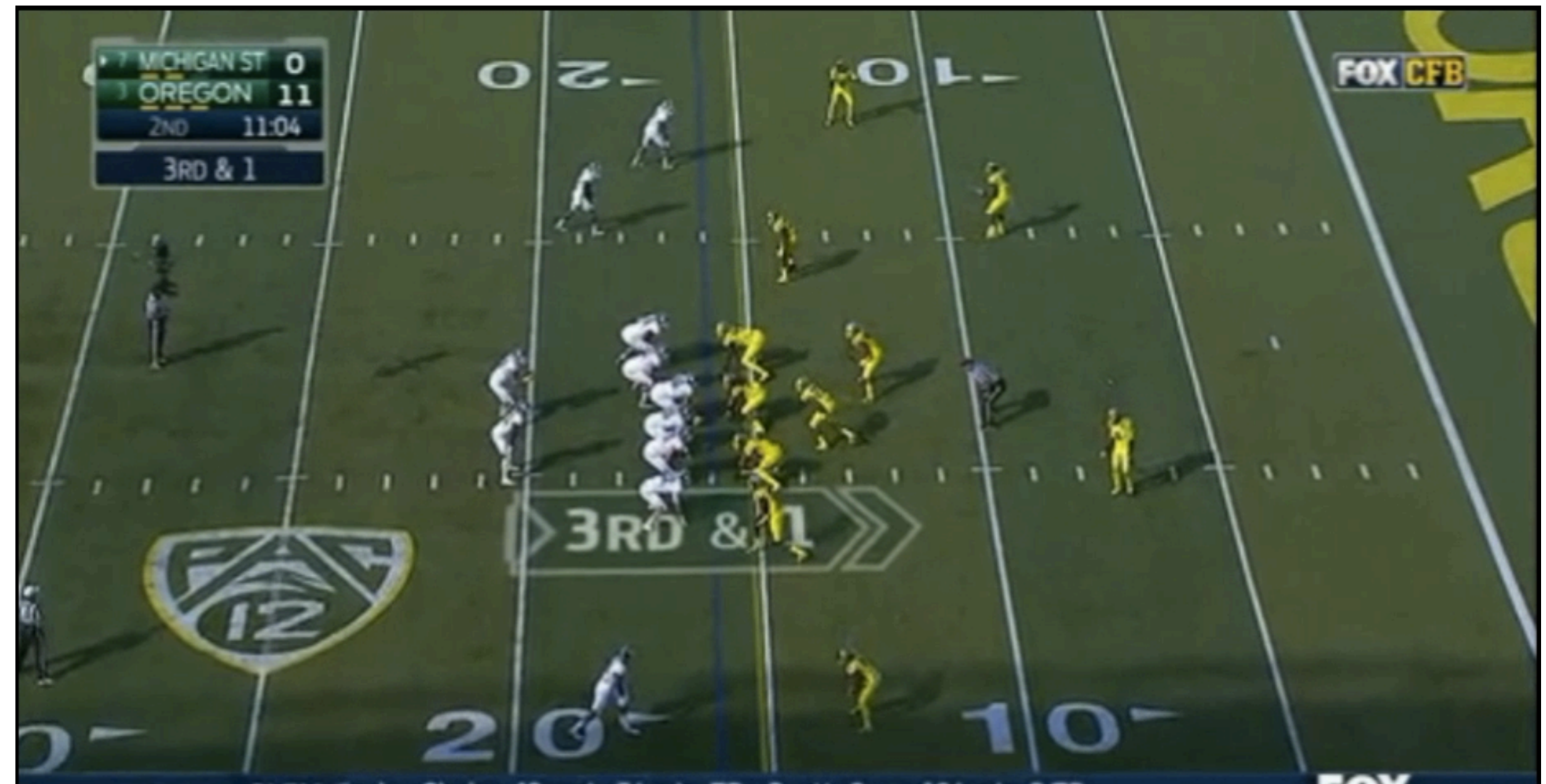


Everyone in Customer Success
Should be Certified on your
Message

Customer Success owns the last 20 yards ...

You understand how your product impacts specific individuals ...

Farm those stories!
Feed them to Marketing!
Feed them to Sales!



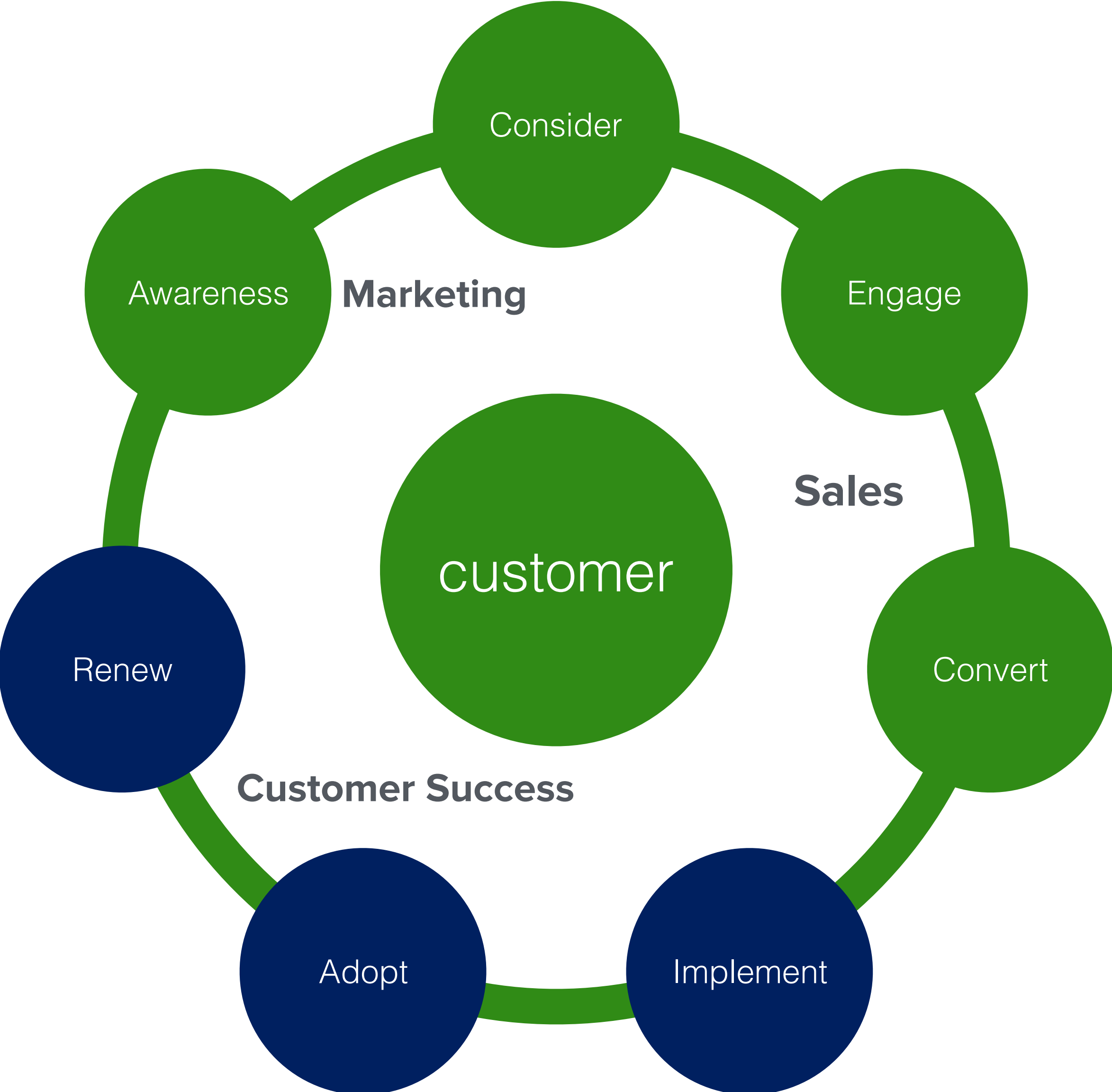
I'm **NOT** saying turn your customer success team into a sales team!



*You've got a problem
and guess what I've
got the solution*

Customer Success can have the biggest impact in driving Revenue!!

The Revenue Cycle



"Customer success is a mindset, not an organization."

**Tom Weeks,
VP of customer success & digital strategy at Apigee**

“A satisfied customer is the best business strategy of all.”

Michael LeBoeuf

Author of Working Smart

Thank You

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