Sales = Customer Success

Rose Bentley

SVP & GM North America

CloudCherry

platinum sponsor

Service ROCKET

A Little About Me

SVP & GM North America

VP of Sales & Global Customer Success

Global Director, Customer Success

Account Executive & Account Manager

Sales Development Representative

Customer Success as a Culture

Ideal Customer Profile

Kevin Bailey

AGE 53
OCCUPATION Entrepreneur, Business Owner
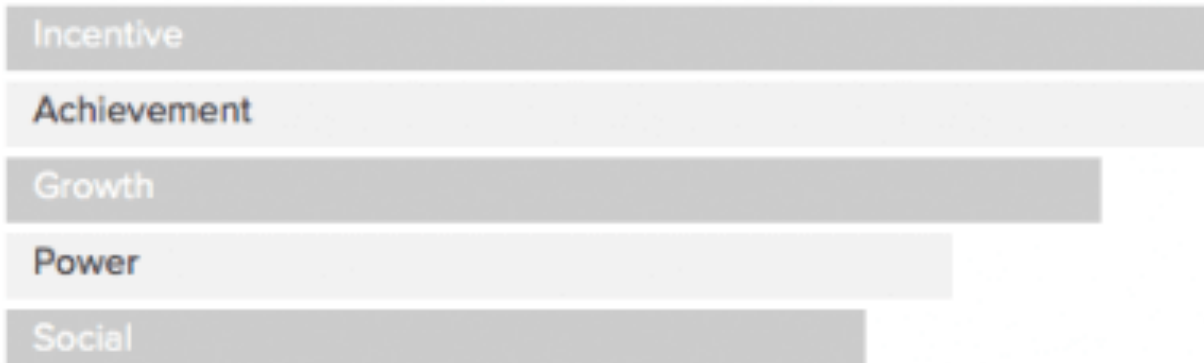**LOCATION** On site & Remote
TIER Daily use - Overview
ARCHETYPE Leader

Decisive | Value Orientated

"Up to date data is imperitive for effective decision making."

Motivations
Incentive
Achievement
Growth
Power
Social

Goals
- To receive a product of high standard, willing to pay for it
- Needs to know whether he is receiving value for money
- Would like to have 27/4 overview of current projects and ow resources are distributed
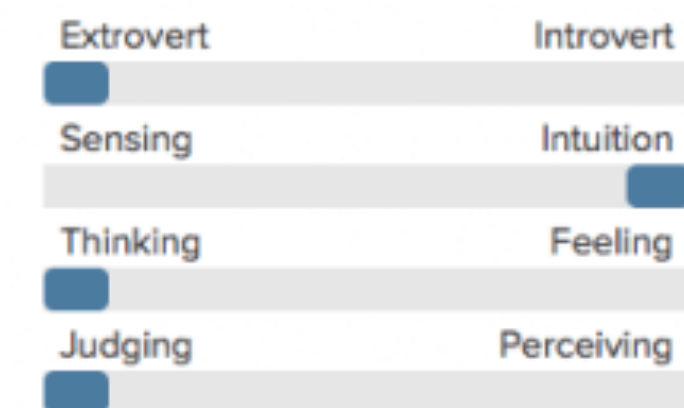
Frustrations
- Not being able to get a clear answer
- Not being able to access up to date data no matter where he is located
- Not knowing factors why a product or service he is funding is not progressing
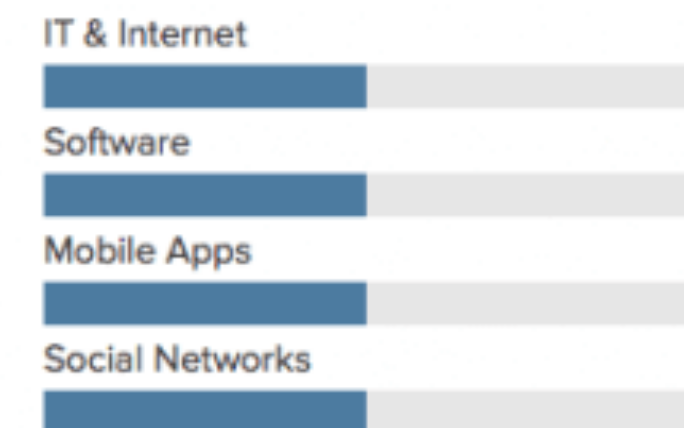
Bio
A self made business person who knows how important time is to a business. Have different interests in multiple ventures. Believes that technology assist in growth.

Personality
Extrovert — Introvert
Sensing — Intuition
Thinking — Feeling
Judging — Perceiving

Technology
IT & Internet
Software
Mobile Apps
Social Networks

Brands
Brands which inspire

virgin atlantic

- Who are your customers?
- What are their goals?
- How do you expect them to use the product?
- What problems do you solve for them?
- What will put them in a position of strength to renew?

Your North Star

- Use as reference point for all deals and renewals.

- Force an assessment of the customer's chances for success, by the Sales Rep at the time of the deal.

- Be asked to be introduced during the sales process not just during the hand-over.

- If a deal doesn't fit – call it out. Not as a roadblock but for awareness.

- Review ICP regularly with Marketing, Sales, and Product + Sr. Leadership.
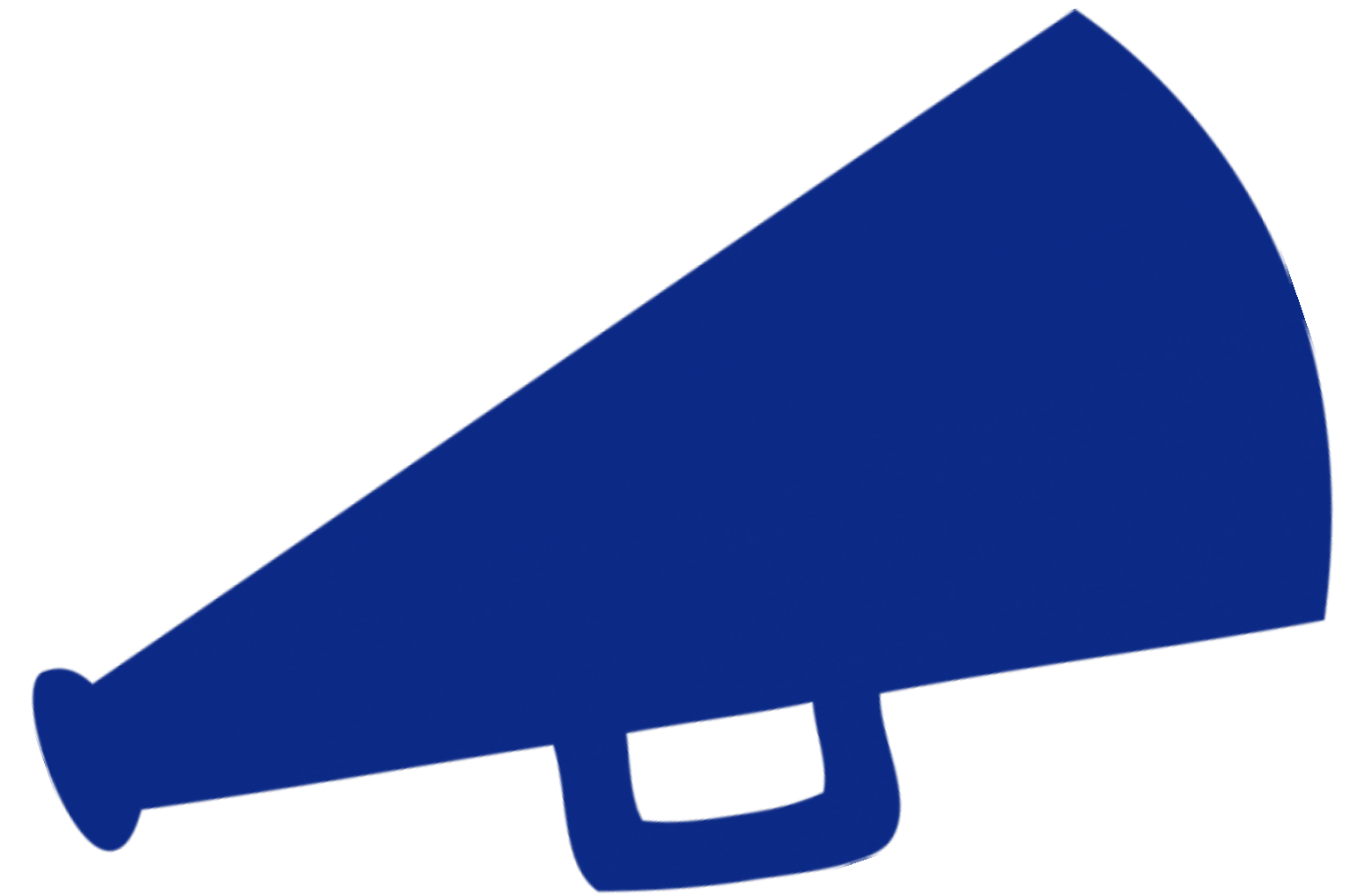
Top-down Customer Centric Culture

Ask: What is the resulting customer experience from the decisions we are making today?

Compensation

Whose responsibility is it build broader relationships?

Who owns and should be compensated for upsells?

Can Customer Success say when not to do a deal?

Should Customer Success have any input into the Sales process?

Who owns and should be compensated for renewals?

Should we be selling multi-year contracts?

Where Customer Success should bring Sales back into an existing customer situation?

- Review comp structure to understand what behaviors are being driven

- Ask to align comp around revenue (upsell/expansion) not just bookings

- Sell multi-year contracts where possible to build long-term success

- Schedule regular meetings with your VP of Sales

- Review churned + successful customers with your VP of Sales

- Share churn rates by Sales Rep with your VP of Sales

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