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CLIENT VELOCITY

The 3 Toxic Excuses of Customer Success



3 TOXIC EXCUSES OF CUSTOMER SUCCESS



SaaS Growth Strategy & Transformation Consulting

CUSTOMER SUCCESS HAS
AN INFERIORITY COMPLEX!

TOXIC EXCUSE #1

Blame the product

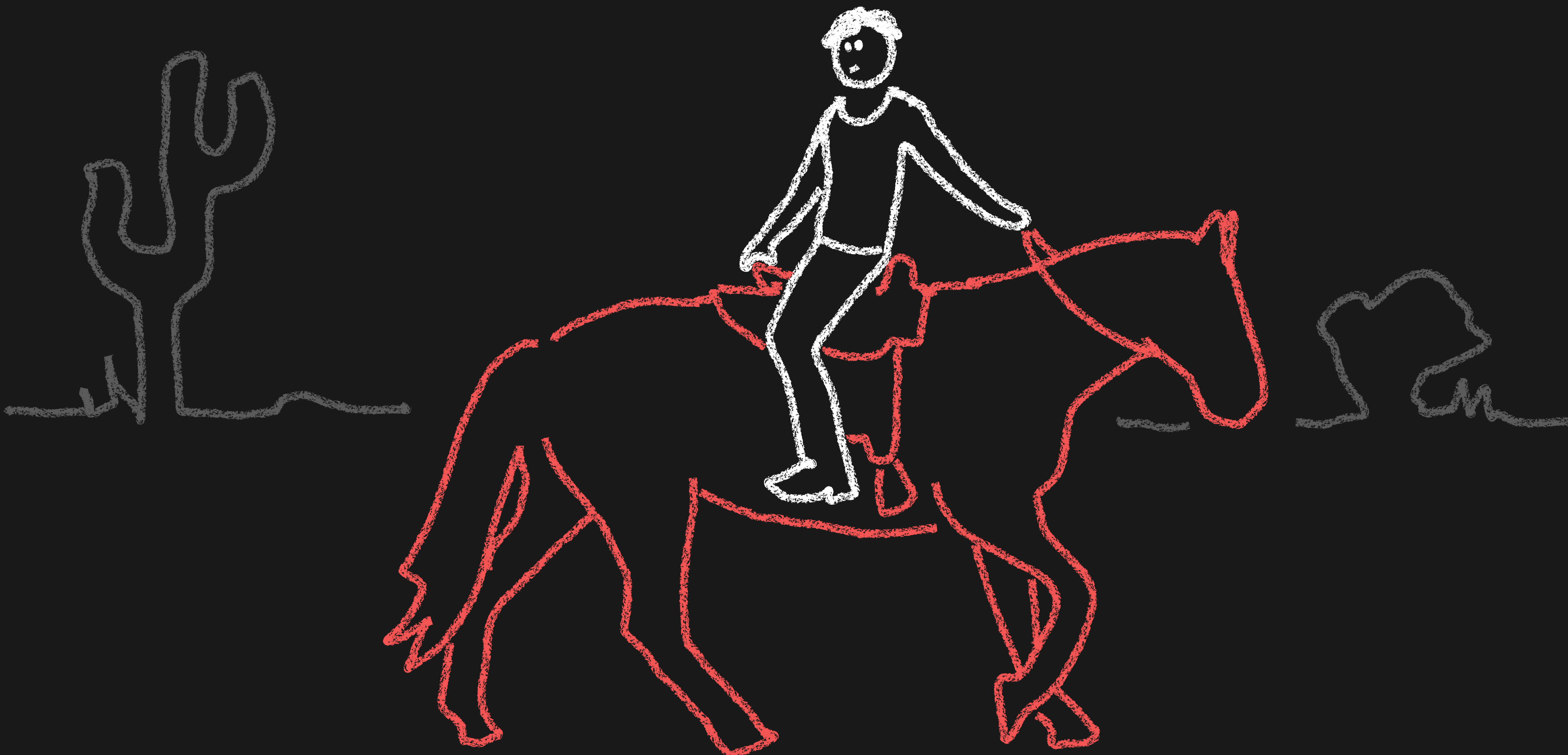
What's wrong with blaming the product?

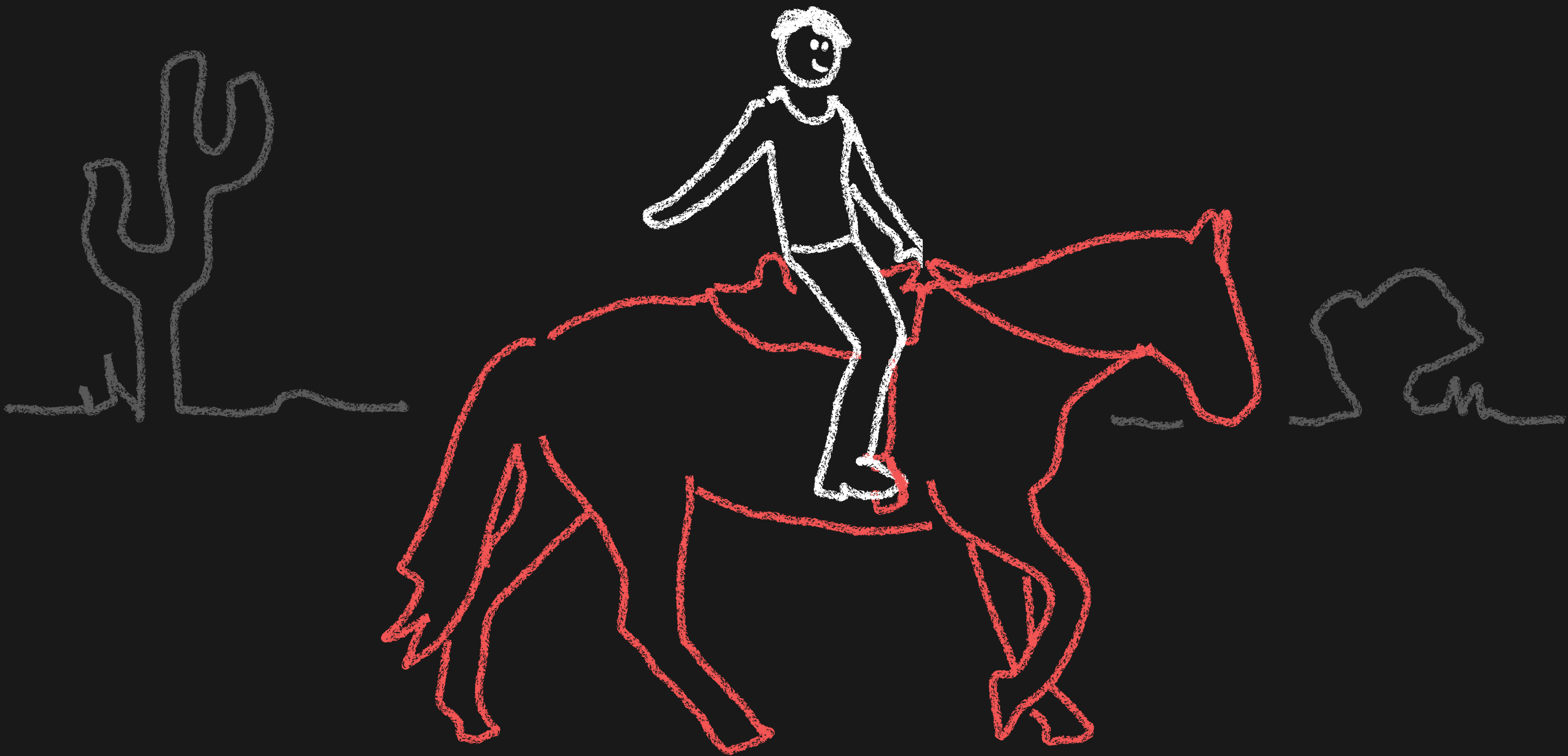
- It's ALWAYS an excuse ← disqualifier!
- It's NOT the real problem

Question: Why do any clients succeed?

Why do some customers succeed?

Customers succeed
when they change
how they work.



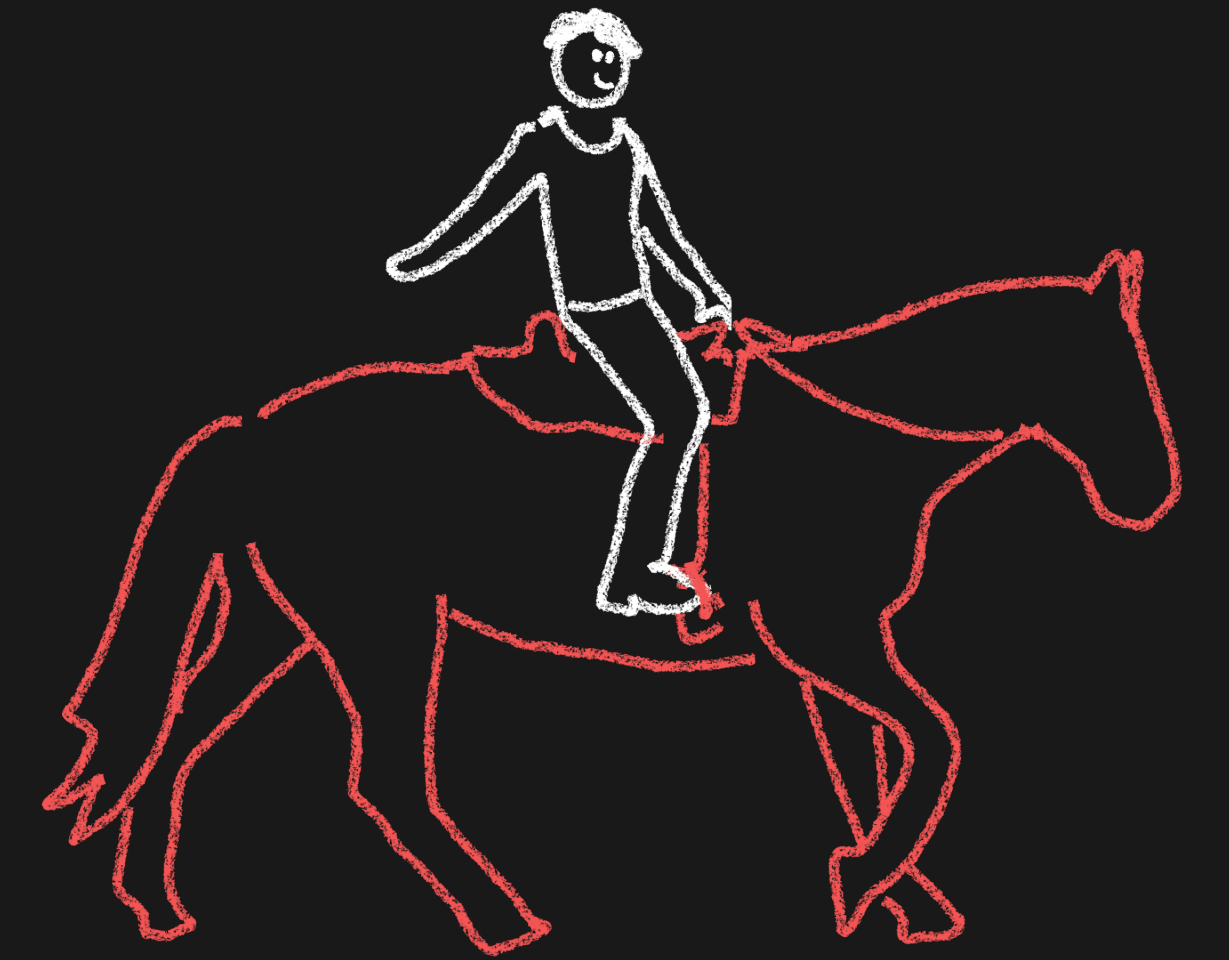


Instead of blaming the product...

1. Reframe around business results

2. Solve for process change

3. Measure + Materialize (M+M)



STORY = Paychex

Situation:



Solution:

- "Total failure"
- Technology focus
- 100's of issues
- Hijacked roadmap
- Ready to cancel

- Reengaged owner
- Agreed objectives, metrics, targets
- Prioritized issues by business impact
- Fixed their processes
- * NO PRODUCT CHANGES!

TOXIC EXCUSE #2

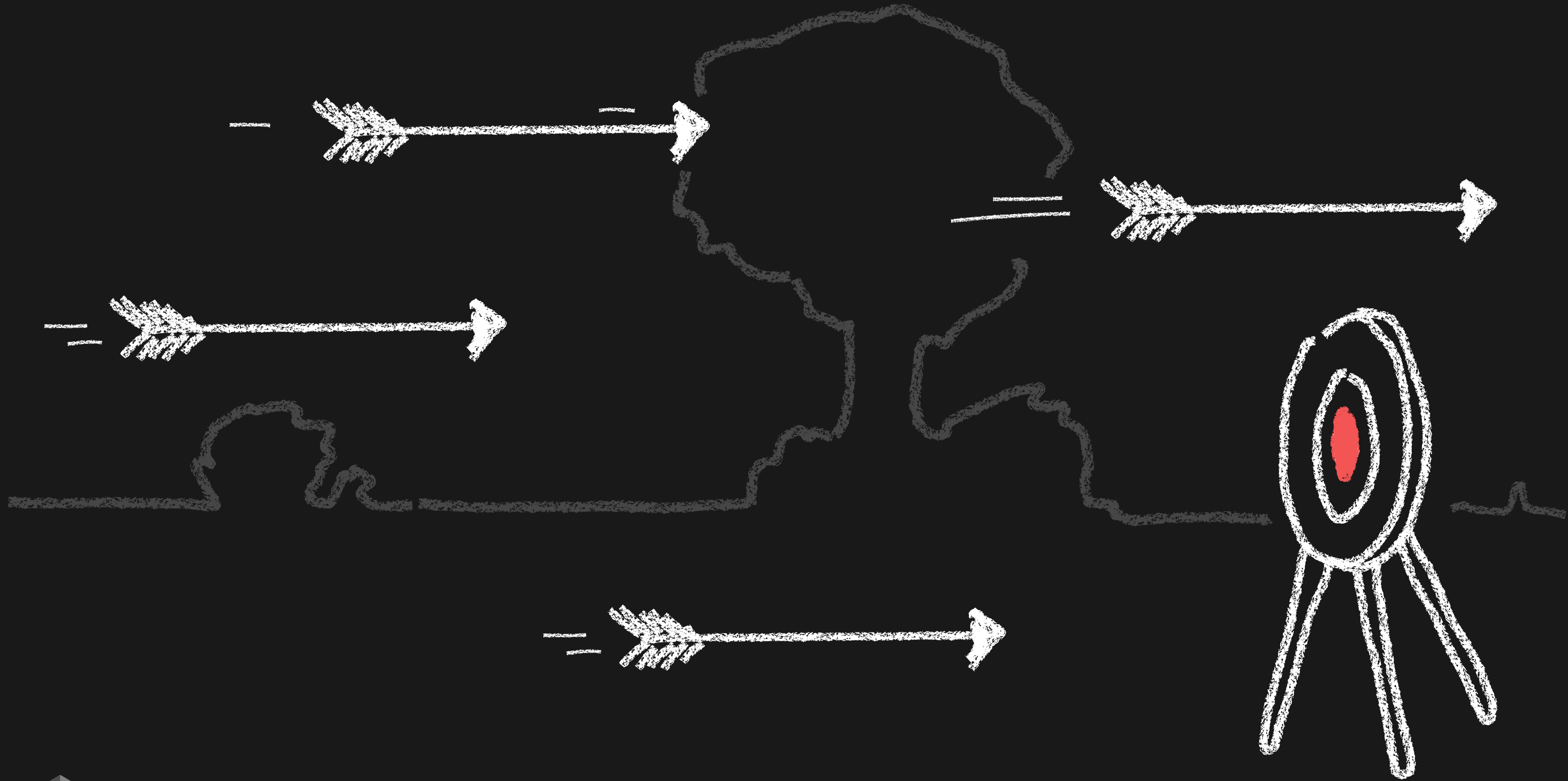
Blame sales

The problem with blaming sales:

The way we sell matters

The reason clients buy should match the reasons they stay.

Question: Why don't they match?



Instead of blaming sales...

1. Clearly define the bullseye

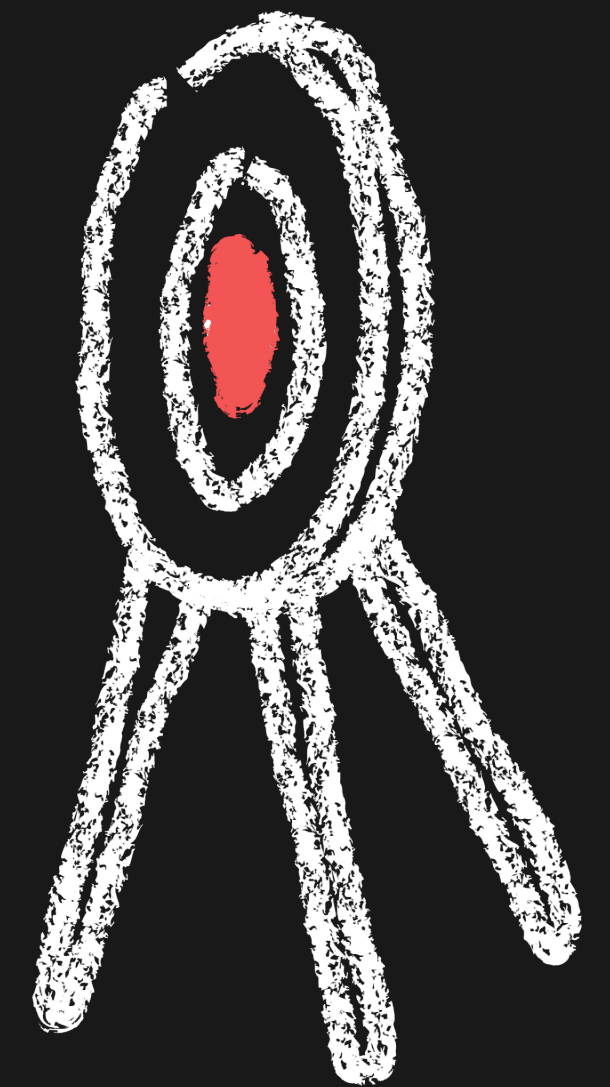
Why do customers stay?

2. Prove it on real customers

by getting real results

3. Share the bullseye and results

with sales & marketing (& product)



STORY: Jolt

Situation:



Solution:

- Early churn
- Unfocused / generic selling
- Focus on Features not benefits

- Studied successful customers
- Defined the bullseye
- Focused success motion
- Shared bullseye & process with Sales

* ↑ Close rate ↑ Retention

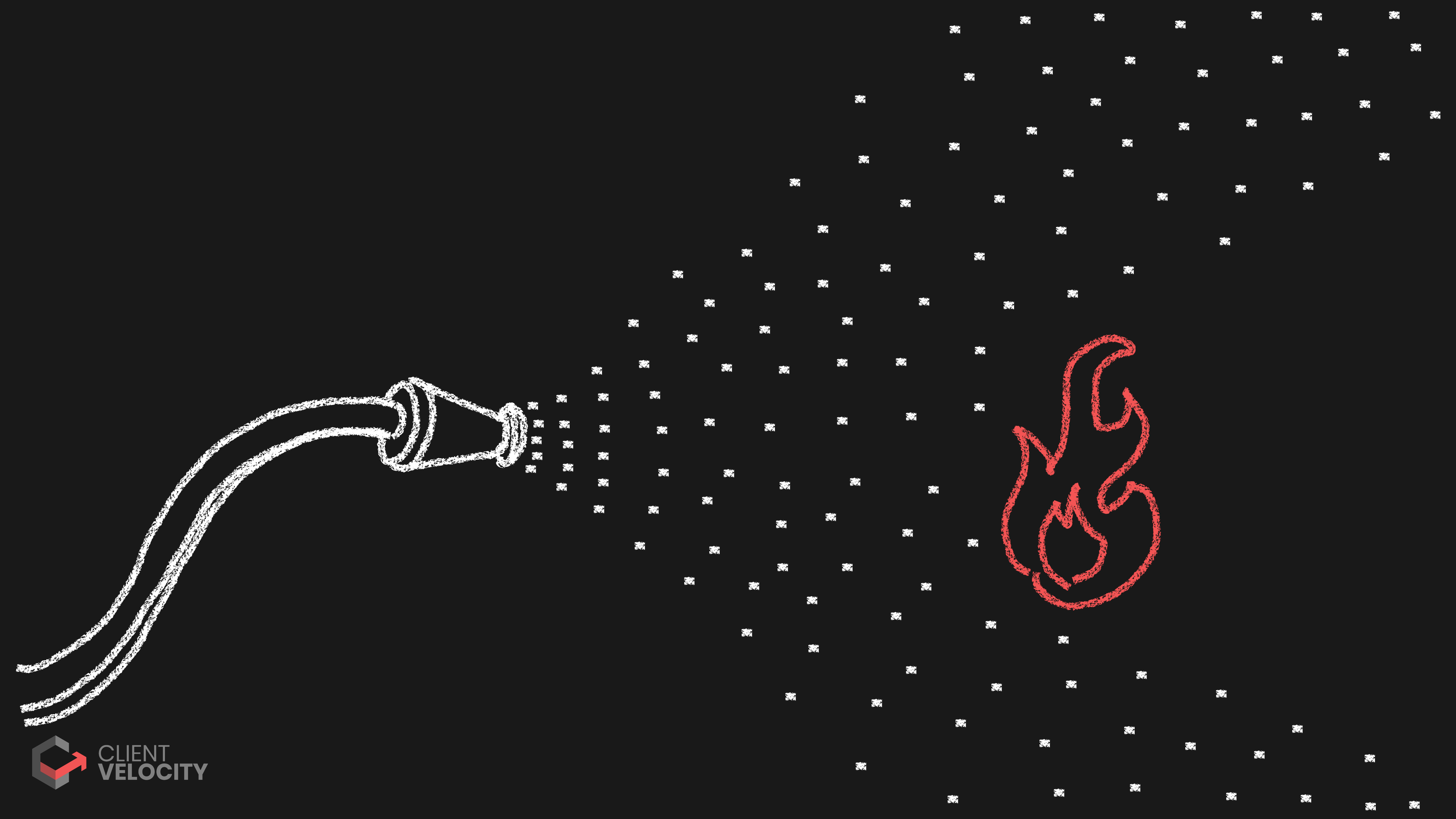
TOXIC EXCUSE #3

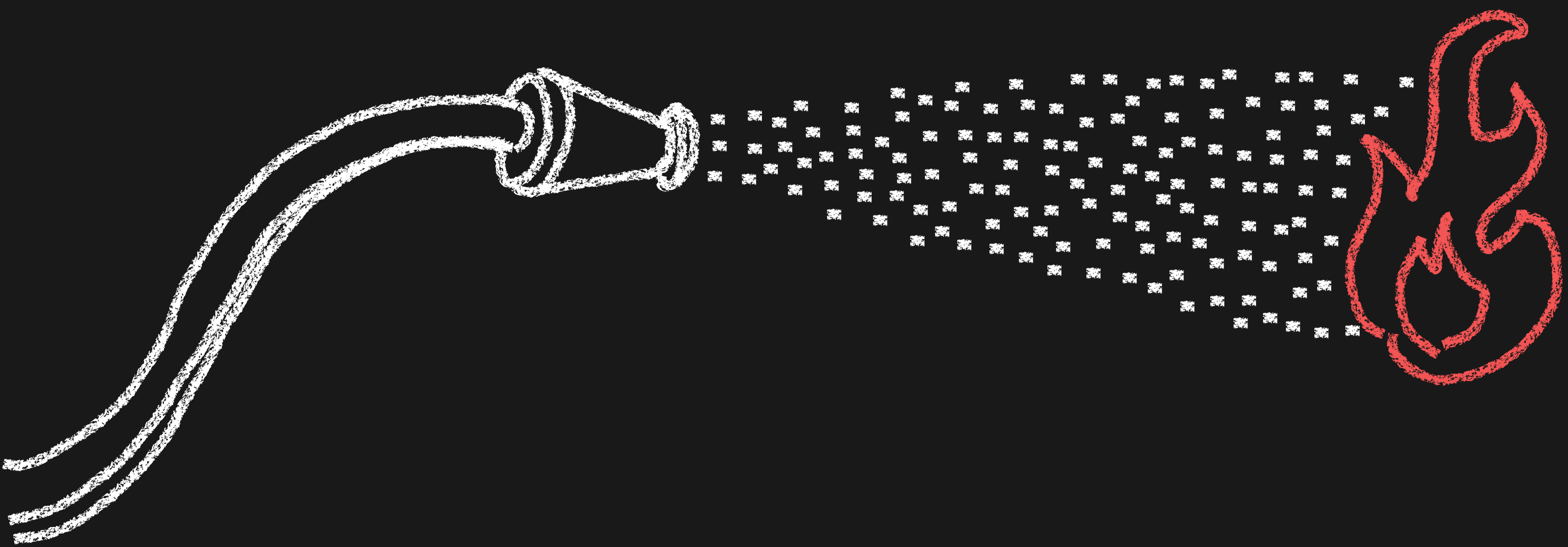
Blame lack of resources

Why resources are NOT the main problem:

How much you need depends on what you're doing

Question: What are you doing?



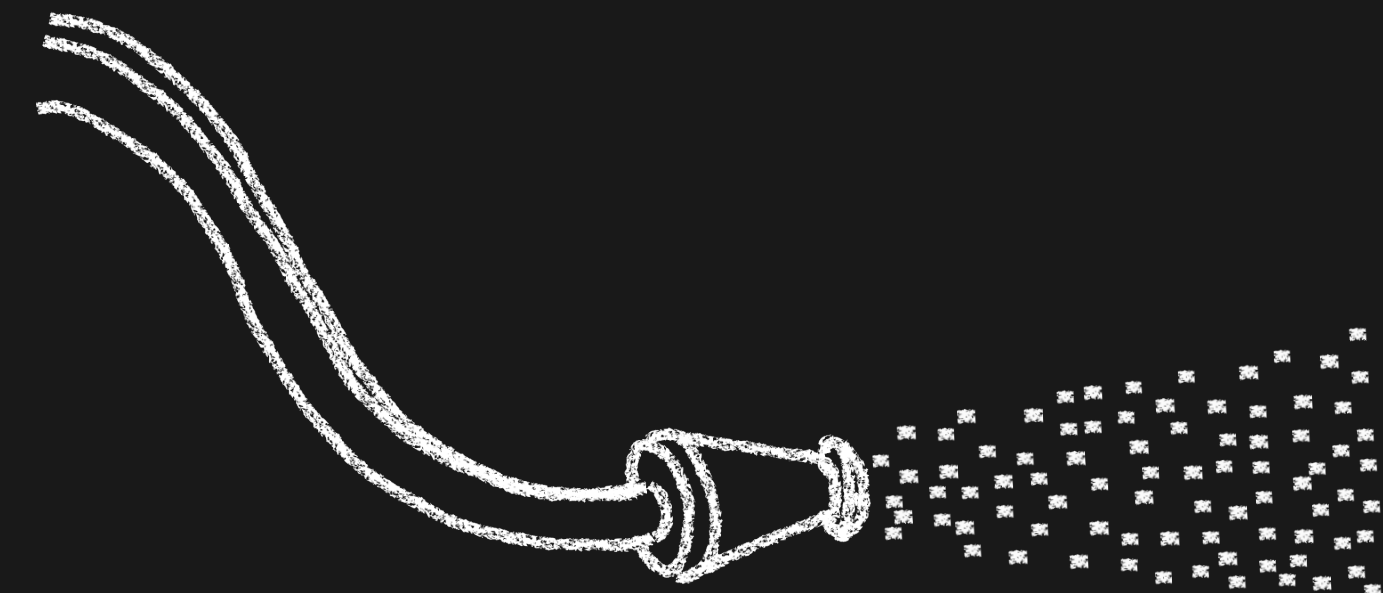


Before you add more resources...

1. Eliminate ineffective efforts
why do customers stay?

2. Focus on results NOT happiness
work on process change

3. Scale impact NOT people
standardize what works



STORY: Sales rabbit

Situation:



Solution:

- Severely understaffed
- too many customers/CSM
- Firedrills & assignments
- Poor retention

- Focused only on key process changes
- Measured results
- Standardized motions
- Resourced to outcomes

* Still got more resources!



NO MORE EXCUSES!

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