



LINDA CRAWFORD



CEO

HELPSHIFT



**Conducting Your Customer Success
Symphony: A CEO's Perspective**

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20 Years of SaaS Insights



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Customer Expectations vs. Cashflow Reality



Your Sales Partner



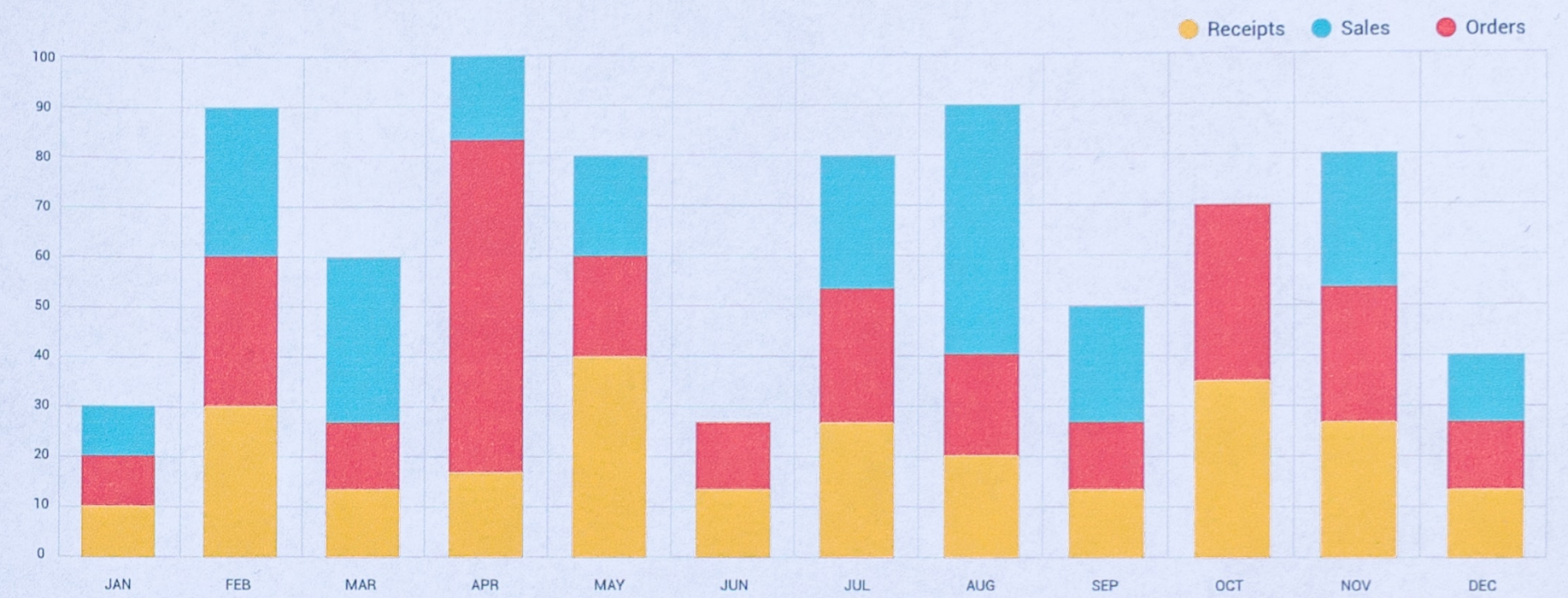
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Setting Up Sales for Customer Success

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Our company



Business items



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Logos!

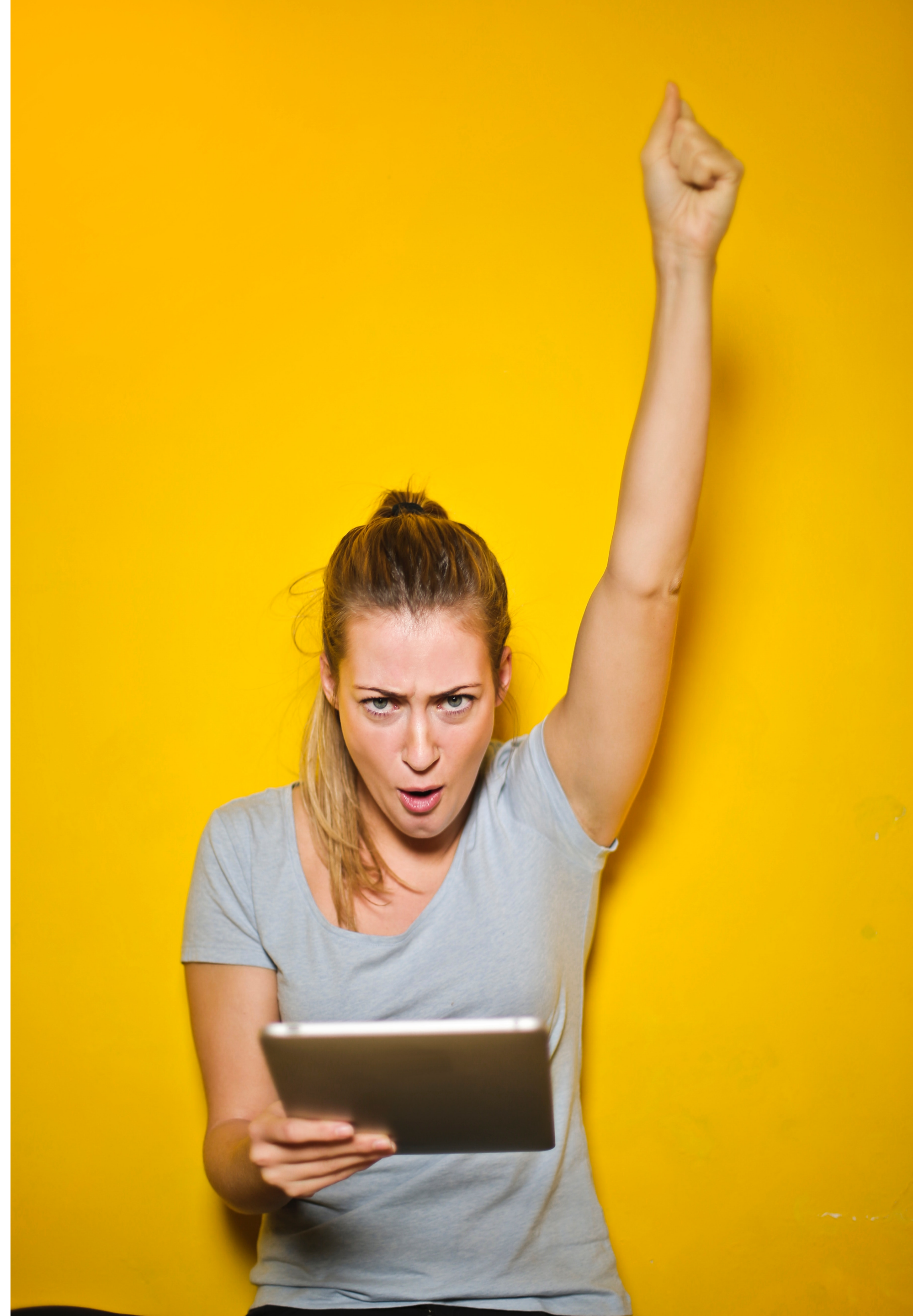
Product Shows Up

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Customer Marketing

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Q & A

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client**success**