

The One Question that Will Transform Your Customer Success Strategy



Greg Daines

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Client Velocity

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client**success**



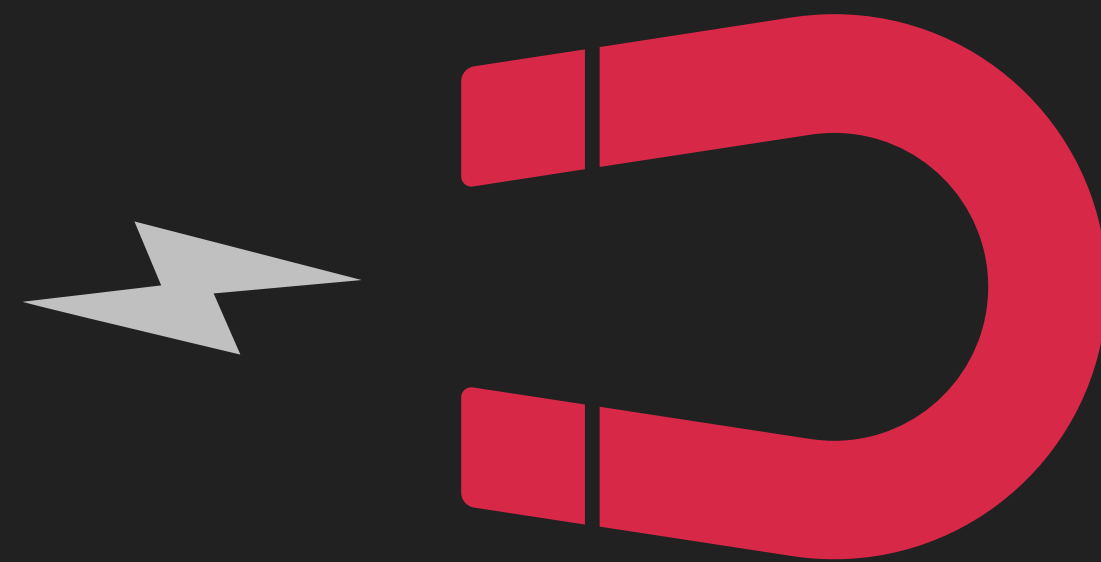
**You can't get the right answers
if you are asking the wrong questions.**

The Wrong Questions:

- 1 Why do customers buy?**
- 2 Why do customers leave?**

Wrong Question:

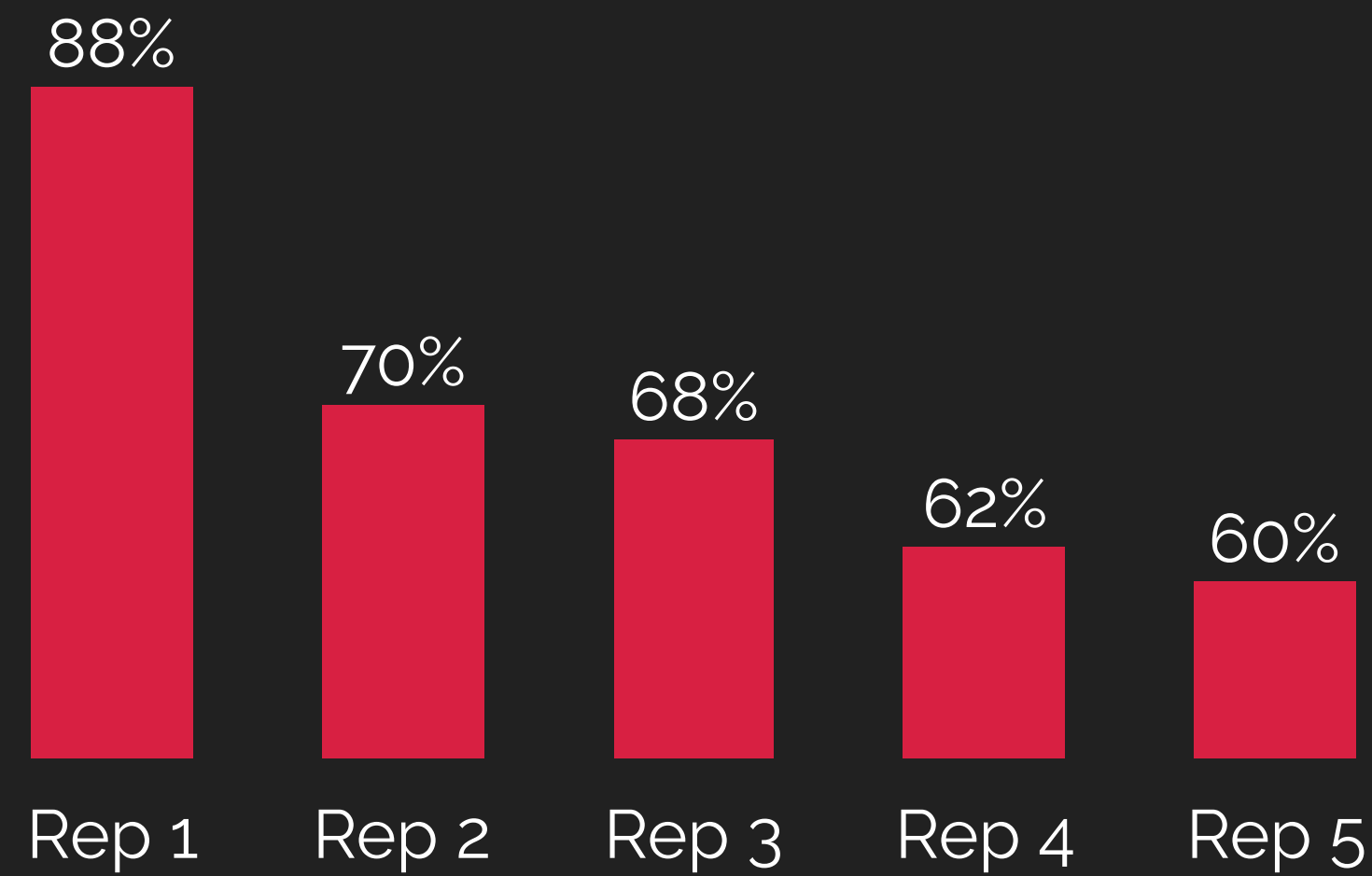
Why do customers buy?



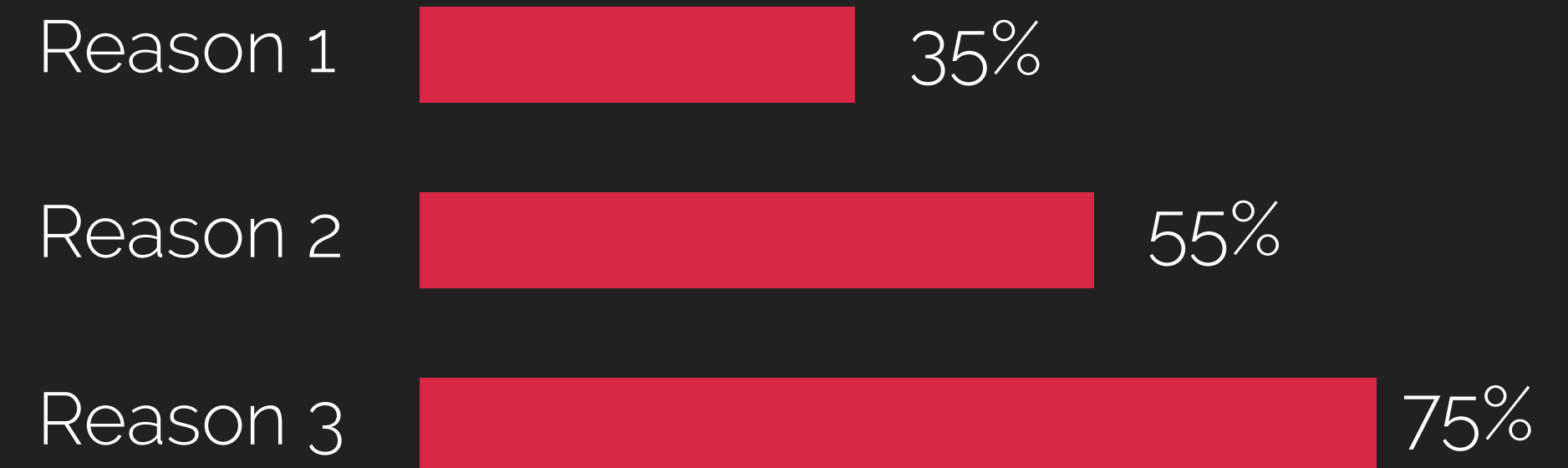


Why Do Customers Buy?

Retention by Sales Rep



Retention by Reasons to Buy





Rule:

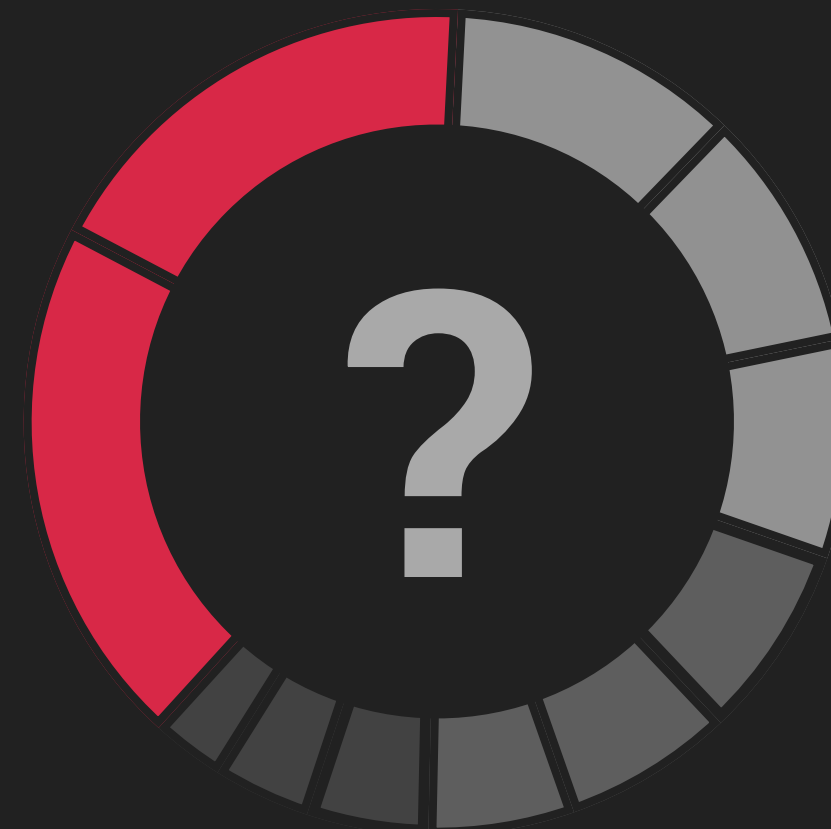
Not all reasons customers buy are equally valid reasons to stay.

How we sell has a bigger impact on customer outcomes than anything else we do.



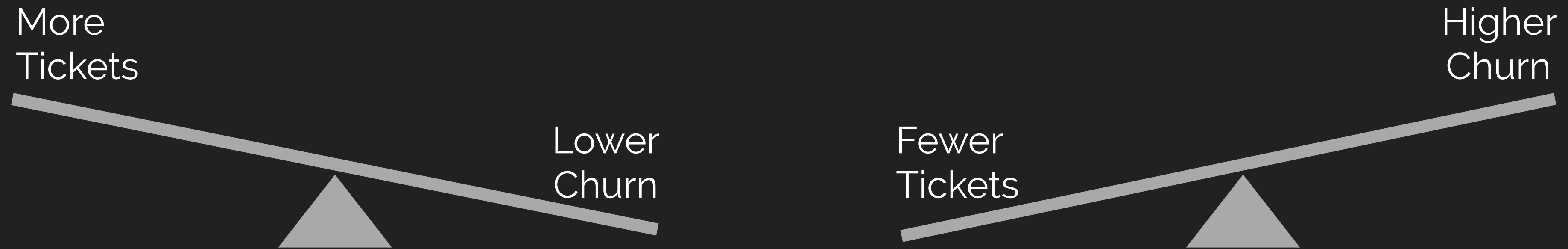
Wrong Question:

Why do customers leave?



Why Do Customers Leave?

Customer Tickets



Customer Retention





Rule:

Customers don't leave because they
have a reason to leave.

They leave when they no longer
have a reason to stay.



Right Question:

Why do customers *stay*?





Customers That
Achieve Measurable
Results Stay Longer

4x



Rule:

The only valid reasons to buy are those that are also reasons to stay.

The reasons to stay are always those that produce durable success.



Conducting A Success Analysis:

1

**Identify
your most
successful
customers**

Not the happiest or
friendliest

2

**Find out
why they
stay and
succeed**

Focus on the decision-
maker

3

**Distill this
into your
bullseye
use case**

Push into marketing,
sales, and onboarding



Get the full guide:

Conducting a Success Analysis

<https://clientvelocity.com/successguide>

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