How to Use Strategic Empathy to Decrease Churn & Increase Revenue

CxXchange SuccessHour Breakout Notes
Sept 10, 2024

Lightning Round Introductions!

- Name
- Current/ Most Recent Role & Company
- Status: Job Seeker, First 6 months, 6+ months

1. **Question prompt:**
   Can you share a story when you uncovered an upsell/cross-sell opportunity?
   How did you identify the opportunity?
   What did you do to move the process forward?
   What was the result? If it didn't work out, why?
   What would you do differently next time?

Group 1

Names: Chetna Tanwani, Debbie, Emma Lo
Notes: Often the selling opportunities arrive strategically if the CSMs know their Customers and desired outcomes. However, knowing the tech stack and product / program offerings and resources of own company can really help the strengthening of appropriate products/services suggested relevant to specific customer problem; it's a good idea to generate CSQLs and engage Sales for demo of appropriate products/services to convert the lead to quote, and CSMs can participate in the demo to really enact the role of trusted advisor, and support the conversation..
– Loved Shari's recommendation that - dont treat 'Salesy' as a bad word, as the selling really does not stop in the CS world of rev rec and NRR, esp. Sales and CS can mostly work together to convert the deals and more and more CS teams are on the path to be responsible for a renewal number or some key SaaS metric. The notion of Sales bad & CS good needs to change & change begins with all of us!

Group 2

Names:Eric Rajala, Shari Srebnick, Eleni Vorvis, LJ Schmidt
Notes Organically find out where the customer needs are and how we can strategically meet the customers needs. Then work with your AE.

Group 3

Names: Fran Rubenstein, Leslie Gil, Kristine Kukich, Gladys Israel, Carrie Levonius
Notes
Fran likes to partner w sales; she goes over the product and if the customer like it, sales jumps in
Tag team approach
Leslie mentioned same partnership

Group 4

Names: Nicole Pulliam, Carrie Levonius, Adil Dittmer
Notes: