Building Your Customer Revenue Pipeline
CxXchange SuccessHour Breakout Notes
March 12, 2024
   Lightning Round Introductions!
- **Name**
- **Current/ Most Recent Role & Company**
- **Status: Job Seeker, First 6 months, 6+ months**

1. **Question prompt:**
   How do you plan for new accounts? How would you like to improve your planning?

2. **Question prompt:**
   How do you project your renewals and expansion revenue? What would you like to improve?

Group 1
Names: Debbie Silverstein, Diane Ratigan, Linda Lipovetsky, Eric Rajala, Kristine Kukich
Notes:
1. New Accounts Plan
   Start with the data: Healthscores, connection with sales, gut instinct, history
   High volume - low contract value - low touch: getting everyone onboarded in 3 - 7 days for initial stickiness
   Training can improve stickiness, particularly at the beginning
   Visibility of pipeline to better understand the staffing that will be required to handle the pipeline. Anything outside the standard use case?
   Having visibility is key
   Making sure that Sales understands what CS is doing to have them help set up the new account for success.
   Deal handoffs should be critical to the sales cycle - including incentives or dis-incentives.
2. Projection for renewals & expansion
   Mark any red flags at different steps in the customer journey
   Identify potential pitfalls and risk and determine how "important" that revenue really is.
   Make sure that you're keeping track throughout about the status of renewals. Don't start having the conversation too late.
   Define and make sure that everyone is using the same meanings for risk, assistance, and percentages.
   Track procurement processes on both sides to make sure conversations are happening early enough in the process.
   What are the levers to that potential opportunity that can be roadblocks (Diane)

Group 2
Names: Priscila Fletcher, Ted Foster, Tom Hays, Keishla Ceaser-Jones, Rebecca Gasper
Notes:
1. Planning for new accounts? How would you like to improve your planning?

a. Keishla - more mature org; can do more checking in w/ sales on pipeline. Works w/ RevOps to manage finances; do segmentation by institutional size/type in education space. First time w/ established RevOps and has been incredibly helpful
   i. When get a new sale, review CSM capacity and assign based on that along with the anticipated implementation timeline
b. Priscila: Small companies -> often short notice on a sale going through and CSM handles all parts of post-sale. Typically more reactive than proactive but working on implementing processes as possible to make it smoother for everyone
c. Rebecca: Small company -> document as much as we can to prepare, but also know that selling / purchasing in the healthcare space tends to move slower
   i. Keishla - agrees useful to use downtimes in sales cycle to prep for future sales
2. How do you project your renewals & expansion revenue? What would you like to improve?
   a. Keishla - use MEDICC, start projecting 6 months out. Use early indicators as much as possible to identify risk as early as possible and address it
      i. On Salesforce → created 4 forecasting categories w/ different weights
      ii. Monitor forecast regularly
   b. Rebecca - small company uses a makeshift process to predict what hospitals may churn and what hospitals are more stable and can potentially expand to a new add-on module
   c. Also important to take into consideration the various types of end users for each CSM's unique product, the potential influence they have on the champions & decision makers
   d.

Group 3
Names: Nika NIka, Josh Dalton, Cinthia Silva, Percy Rose, Kevin Williams
Notes
- Heavily focused on SME's to solve biggest problem of adoption.
- For smaller companies, you're jack of all trades.
- Big problem: keeping data updated on weekly basis.
- Another problem: weak leaders, don't know how to forecast or coach.
- Accuracy of the data.
- Forecast split between upsells and renewals.
- The more you can leverage data to help identify risk, the better (Propensity model)
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3. **Question prompt:**
   How do you plan for new accounts? How would you like to improve your planning?

4. **Question prompt:**
   How do you project your renewals and expansion revenue? What would you like to improve?

Group 4

Names: Pam Micznik, Fran Rubenstein, Kathy Fava, Eric Cheng, Lisa Long
Notes:
- How do you plan for new accounts? How would you like to improve your planning?
  - Great resource decks, but it's all about listening to the customer and starting off on the right foot. In terms of segmentation, my company is now rightsizing the CSMs so everyone has the same amount. Research and get the info from AE.
  - Managers can assume work takes less time then it actually takes!
  - Using recordings and AI to track time spent
  - Always anticipate the next questions and answer those (email) to reduce # of emails
  - Invite product to OB calls so they see the LOE.
    Customer Education team is also crucial
- How do you project your renewals and expansion revenue? What would you like to improve?
  - We didn't get to this question

Group 5
Names
Notes

Group 6
Names Shaun Porcar, Devina Choubal, Leeron Yahalomi, James Potteiger
Notes
5. **Question prompt:**
   How do you plan for new accounts? How would you like to improve your planning?
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6. **Question prompt:**
   How do you project your renewals and expansion revenue? What would you like to improve?
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Group 7
Names: Parul Bhandari, Jason Marin, Michelle Booth, Allyson ORourke, FrankFlaell,
Notes:

Question prompt:
How do you plan for new accounts? How would you like to improve your planning?

- Get as much information from sales, that would dictate the hand off and who the key players
- Scale: we would get new customers every day, so we're always looking at SF's pipeline, but sometimes they would come in quickly, so we would have to distribute the load and eventually we had tiered CSMs so we have mid-market, SMB CSMs, etc. It was a bit

haphazard. But my next team we had a weekly call with sales and sometimes with implementations, but the more organized is the better. But implementation timelines were not consistent, but then in 2023, we had pipeline but we didn't have the sales that we needed.
- In the communication with sales, having a CSQL would be helpful so I knew what kind of information I would get, and even if sales didn't understand the answers, I would get the context, so I'd know what kind of customer it is, even if they weren't our ICP, so having that extra info during the discovery phase.
- We have sales and pipeline, but as an IC, we have to look at 2 quarters out, and I'm looking at renewals 2Q's out, but going back to capacity… there's a disconnect between bandwidth and capacity from leadership, so how do we implement scaled programs effectively, but what CSMs are taking on for accounts, it can sometimes be a lot - like EBRs for 80 accounts.

Question prompt:
How do you project your renewals and expansion revenue? What would you like to improve?