



LONG RIDGE



Managing Extensions, Expansions and Renewals

with Sabina Pons

BuildingLink



**Growth
Molecules™**



Mavenlink

About Me:



- ✓ Award-winning management consultant
- ✓ Former CCO & Global VP of CX with team roster of 100+
- ✓ \$14MM → \$100MM
- ✓ Drives revenue protection and growth for technology companies
- ✓ Soccer Mom based in SoCal

Sabina Pons

Managing Director

CONNECT WITH ME ON



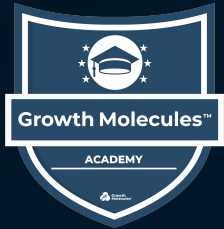
PRESSING ON
AS A TECH MOM

About Growth Molecules:

- ✓ Customer Success Advisory Firm
- ✓ Global Clientele via 300+ Engagements
- ✓ B2B SaaS + Hybrid Company Focus
- ✓ 110+ five-star reviews on G2
- ✓ We help companies protect and grow their recurring revenue



Here's *How* We Do It



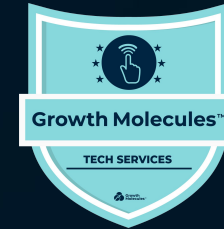
Growth Molecules Academy

- ✓ Team **Training**
- ✓ Certifications
- ✓ Support
- ✓ Customer **Success**
- ✓ Leadership
- ✓ Professional **Services**



Strategic Advisory

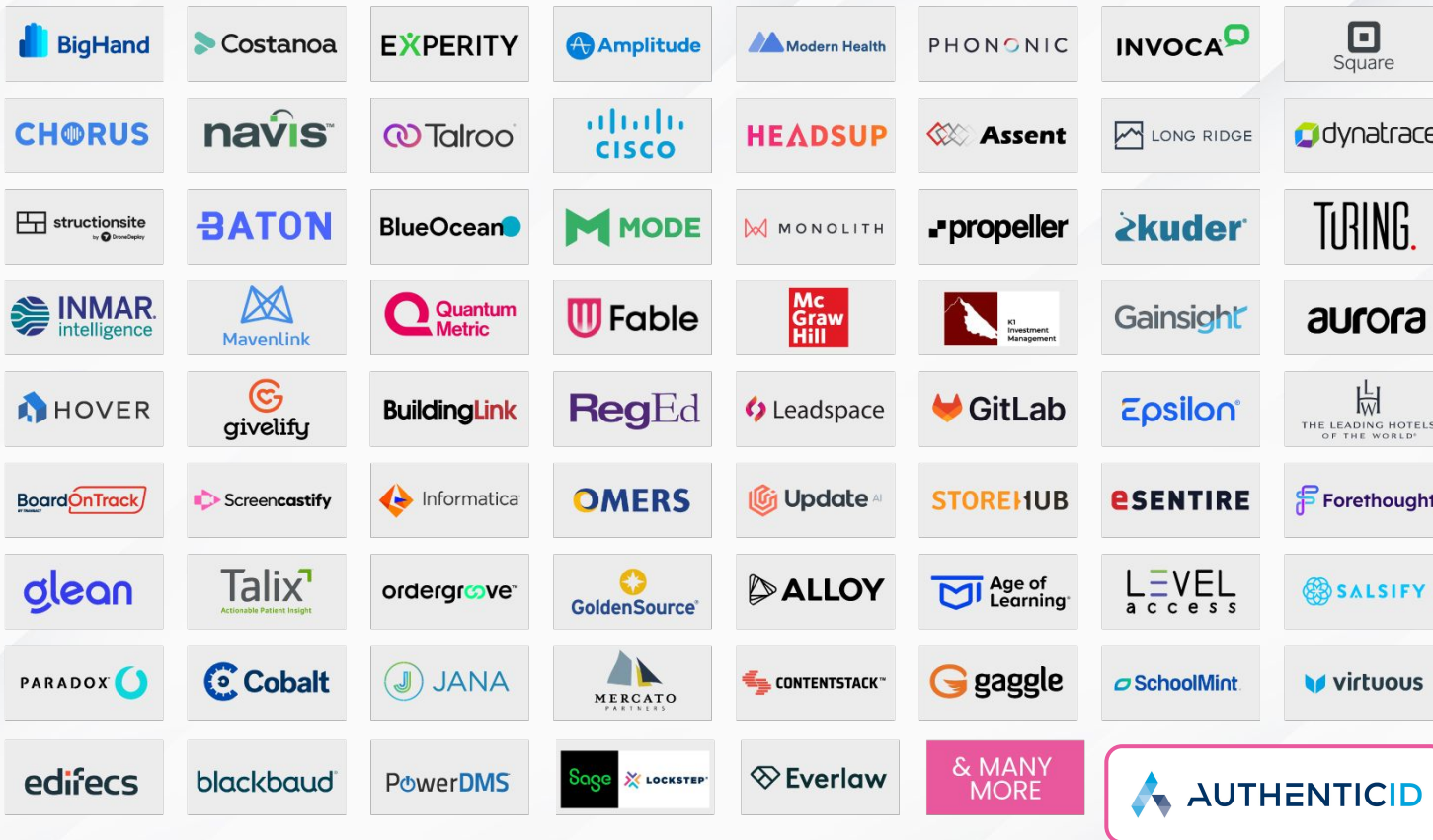
- ✓ Customer Journey Mapping
- ✓ Diagnostic Assessments
- ✓ Playbooks
- ✓ Fractional **Leadership**



Tech Services

- ✓ Implementations
- ✓ Optimizations
- ✓ Platform **Assessments**
- ✓ Software **Selection**
- ✓ Advisory Services

Clients We've Helped



SaaS Companies Who Invest in CS Programs *Win*

01

Revenue Protection

Customer retention rate improvements of 5% **increases profits by 25% to 95%**¹

02

Revenue Growth

50-100% expansion revenue when strategic customer success playbooks are in place²

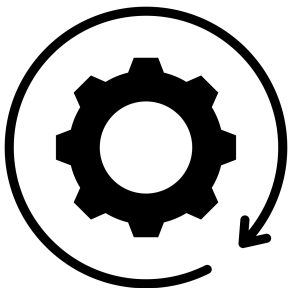
03

Employee Retention

Teams that are enabled with tools and playbooks are more engaged. An engaged worker is **82% more likely to be retained***

***Source**

Why is developing a strong renewal process important?



Build Consistency and Scale

You need a standard process to capture changes, update controls at scale and prevent revenue leakage



Capture More Revenue

Strong seamless processes encourages customers to renew and expand their purchase

How far in advance of renewal should you start prepping?

At First Interaction

You should enter the engagement with a mindset geared toward building a healthy relationship. Consistently woo your customers

6 Months before Renewal

Begin explicit renewal activity 6 months before the contract expires (e.g. checking usage and preparing talk tracks)

Tip: Consider adding an auto renewal clause in advance of expiration

What research do you conduct before the renewal conversations?

FOR DISCUSSION

Customer History

Usage

Accounts Receivable

Support Tickets

Feature Requests

Customer news alerts

Other?

COME OFF MUTE OR COMMENT IN CHAT

How should you prepare before the renewal?

Long before renewal

- Make sure the value of the software isn't just delivered, it's known throughout
- Ask "is there any preventing you from being willing to renew"
- Focus on fixing the customers main pain points

Preparing for renewal

- Review customer data
- Discuss the renewal in a regular touchpoint
- Present the proposal as a pre-read
- Find out who can sign the contract for the customer

During renewal conversation

- Expect the unexpected
- Focus on how they hit their goals and their key business outcome
- Empower CSMs to make decisions and negotiate

How can you move monthly or quarterly customers to annual plans?

Start with net-new

This is all a change management process — so start a date beyond which every new client signs onto an annual contract

Articulate value

Make sure you verbalize the benefits to the customer of the new mode and use proactive and consistent communication

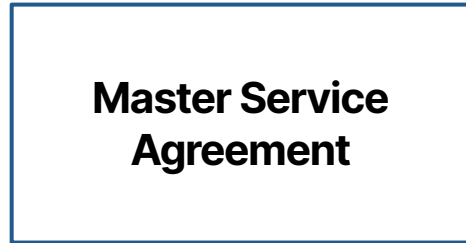
Plan for 12 months

You'll start with the net-new cohort and then factor in communications with your existing install base

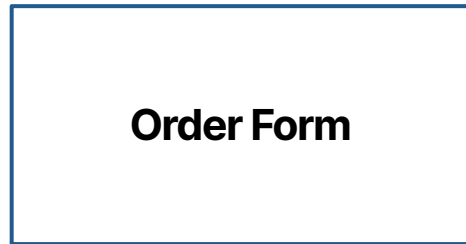
Move to Multi-year

Multi-year contracts give you more runway, but you need to combine them with strong telemetry data to understand usage data

What should a subscription contract look like?



The MSA covers overarching legal terms and has to protect and balance the three parts – Customer experience, Company experience and Employee experience.



The Order Form is the child of the MSA and should be sent at renewal. It's the "contract" that shows what they're buying and what it costs.

How should you build in annual price increases?

Target
7%

Contract Building Tips:

**Get 7% into your contracts
in advance**

**Avoid renewal caps if
possible**

**Build stair-step increases
into contracts if growth is
planned**

What should CSMs do if customers aren't paying?

To prevent the problem...

"We're all in collections"

It's not CS's job to be a collections or to reach out and capture past-due payments — but they are stewards of collections and should have a can-do attitude.

Regular Reporting

There needs to be regular reporting on payment status so that every team has visibility and can act accordingly.

If it persists...


Pause Access or Service

Particularly for professional services, you should stop expending resources until the customer is current with payments

What are some challenging renewal situations that arise, and how can you handle them?

Losing a Champion	Ask your current champion for introduction to 3 different departments or superusers
Procurement is Blocking	Know how you stand in the market, know the bottom line and start your renewal process early
Low Usage or Satisfaction	Fix the underlying reason why usage/satisfaction is low, and if you can't ask yourself if the customer is the right fit
Financial Distress	Treat the client with respect, figure out why they're in financial distress and see if there's a path forward

What to do if there are contractions on contract renewal?



Know your
numbers



Know their
impact



Empower
your team

Which parts are most important to get right?

DO

Get the mechanics right



Think about renewal at onboarding



Multi-thread your approach



DON'T

Start conversations unprepared



Forget your customers are people too



Lock yourself into strict contracts



Questions

Thank You

Ready to *Grow?*

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