



# The Practical CSM Academy

Comprehensive resources to build and maintain your team's entire career in Customer Success

## Your Challenge

You have a successful business, and excellent sales, marketing and technical delivery capabilities. But the world is rapidly changing, and in the new world, customers are increasingly demanding new types of results. A successfully customized, installed, configured and managed technology solution is no longer enough. What customers want now is the realization of their business outcomes, achieved (in part at least) through the successful adoption and utilization of your technology.

In other words, the technology is no longer the end game. Instead it's real world business results that count, and with the rise of as-a-service style consumption of technology via renewable contracts, customers know that they are in control and if it's not working out then they can walk away from it and try something else.

## Your Opportunity

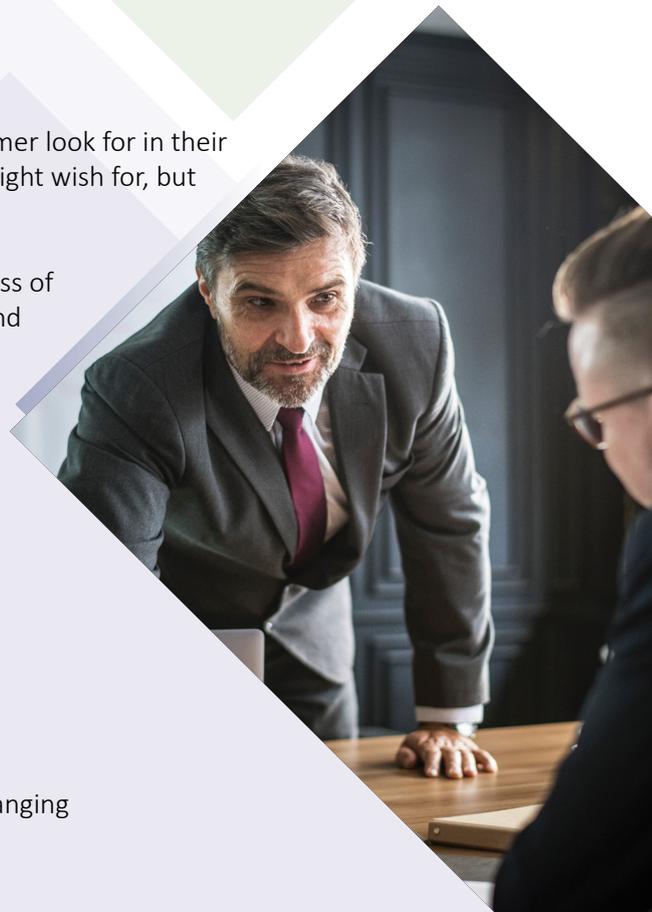
We have all recognized that excellence in the world of technology is no longer sufficient on its own. What customers are looking to their technology providers for now is not just technical expertise (that's a given) but something much broader and deeper. They are not just looking for a technology provider but for a technology partner. They are looking for the right partner – not just any partner will do – and when they find that partner they will reward them with their loyalty and their continued business.

A technology provider is a provider of a solution, but a technology partner is a partner for life! Winning the trust and loyalty of a customer as their technology partner of choice can dramatically increase the level of sponsorship and exposure to your company and raise you from the tactical to the strategic layer in the eyes of your customer, providing you with many more revenue opportunities and potentially dramatically increasing the average CLV of your customers.

## Your Customer's Demands

So besides technical awareness and capability, what else does today's customer look for in their technology partner of choice? There are all sorts of things that customers might wish for, but almost all customers will need to see the following:

- An understanding of how business works in general and an awareness of how their own specific company operates, including their strengths and weaknesses, and their challenges and opportunities
- A collaborative and consultative approach, where the technology partner is able to listen to and understand the customer's key business stakeholders and respond to those stakeholders in a language that makes sense to them and about topics that are important to them
- A business proposal that doesn't stop at the point of delivery but continues to provide professional services through the onboarding, adoption and value generation phases of the customer's initiative, right the way to the final attainment of all outcomes... and beyond
- An agile and innovative mindset, that solves problems as they occur and that is willing to adapt the plan in mid-flight, to meet the ever changing business needs of the customer and of the customer's customers



- A clear way of measuring and proving value that does not rely just on availability and utilization statistics (important as they are) but that provides data that is meaningful to the customer's own business strategies and initiatives, and that can be reported in both business and financial terms to senior decision makers within the customer's organization
- An ongoing and supportive relationship that understands the customers' needs and provides both consultative and practical advice and assistance as required, and that puts the customers' results first at all times

## Your Response: Customer Success

Your response to those demands will no doubt have been to implement the principles of customer success management within your organization – either through a dedicated Customer Success organization with a CS Leader and CSMs working for that leader, or by extending the duties of existing personnel in their current roles within organizations such as account management and customer services.

But whatever way you have done it, what you have ended up with is a need to deliver not just technology but business outcomes to your customers, and a team of employees who are either dedicated to or fulfilling the role of CSMs (customer success managers). The focus of these employees being to help users to adopt and generate value from the solutions they have been sold, and in so doing to maximize renewals, minimize churn and wherever possible to expand the existing contract and upsell and cross-sell within the account.



## The Need for Training, Coaching and Support

So now you have the “Customer Success” strategy, and perhaps you even have the team in place. What you need is a way to deploy rapid training, coaching and support for your team to enable them to hit the ground running and to become productive and effective as quickly as possible... and then to continue to be productive and effective throughout their ongoing career.

You need a comprehensive service that delivers:

- Basic training on customer success fundamentals and business fundamentals
- A best practice framework for the delivery of customer success that standardizes your approach and ensures consistency of quality and productivity across the board
- Detailed training on every possible aspect of customer success management, delivered in a “just in time” model that enables your delegates to go straight to the training they need as and when they need it
- A comprehensive and objective (ie non-partisan) industry certification of each CSM's professional capability, that will prove their competence to themselves, to their team and to your customers
- Consistently refreshed and updated content that enables continuing professional development (CPD) to keep your team up-to-date with the latest knowledge and skills on an ongoing basis
- A suite of tools, templates and questionnaires that enable your team to work quickly, effectively and productively in order to produce high quality results for your customers in the minimum timeframe



# The Practical CSM Academy

The Practical CSM Academy is the leading subscription-based membership site for the Customer Success profession. It provides up-to-date, reliable and comprehensive training, coaching, certification and tools at an economical price point. It is simple to deploy and is an invaluable CPD resource for CS professionals at all levels of knowledge, experience and seniority.

- Online and downloadable self-paced study materials
- Regular live instructor-led training events
- Tests, quizzes and real world scenario-based exercises
- Peer-to-peer interaction and networking
- Multiple formats – reading, watching, listening and doing
- A comprehensive certification program
- Bite-sized “just in time” learning on the job
- Tools, templates and questionnaires available for download
- Content refreshed and added to all the time
- One-to-one and team live coaching available (at additional cost)

The Practical CSM Academy makes the provision of training and continuing professional development for your CSMs and other customer success professionals simple. It’s a one stop solution for all their needs and because it uses an annual subscription model it enables you to remain in complete control of your training and CPD budget.

## ◆ Live Instructor-Led Training

Join us in our live one hour training events every fortnight that cover a full range of CS/related topics at all levels from beginners to advanced. You can even request a specific topic to be covered and we’ll do our best to cover it for you.

## ◆ Comprehensive Online Learning Library

We have hundreds (literally) of customer success/related bite sized video learning assets. Our searchable Practical CSM Index allows you to quickly find the exact topic you need in order to upskill and get back to your job in the shortest possible time frame.

## ◆ Professional Certification Program

Our Certified CSM Professional program provides you with a structured roadmap to follow at your own pace through an entire core syllabus in a logical order, followed by an independently audited certification exam to prove your knowledge, skills and capabilities.

## ◆ Interact with your Peers

Join our network of other CS professionals and get the chance to ask questions, help problem/solve challenges, learn from others, display your certification credentials and grow your professional network.



Our subscription is backed by a 30 day “no questions asked” money back guarantee, so if your team doesn’t find the value in our academy platform that you hoped for you can cancel for a full refund.

## Learn More about how We can Help You

The Practical CSM Academy is currently in its pre-launch phase, and we aim to go live in November 2019. We will shortly have a lot more information available to share with you, but in the meantime to learn more about the Practical CSM Academy, to discuss your team’s CS training, certification and coaching needs, and to receive a quotation for annual subscription to the platform for your team please contact the owner and founder Rick Adams direct at [rick.adams@practicalcsm.com](mailto:rick.adams@practicalcsm.com) to arrange a time for an online meeting.