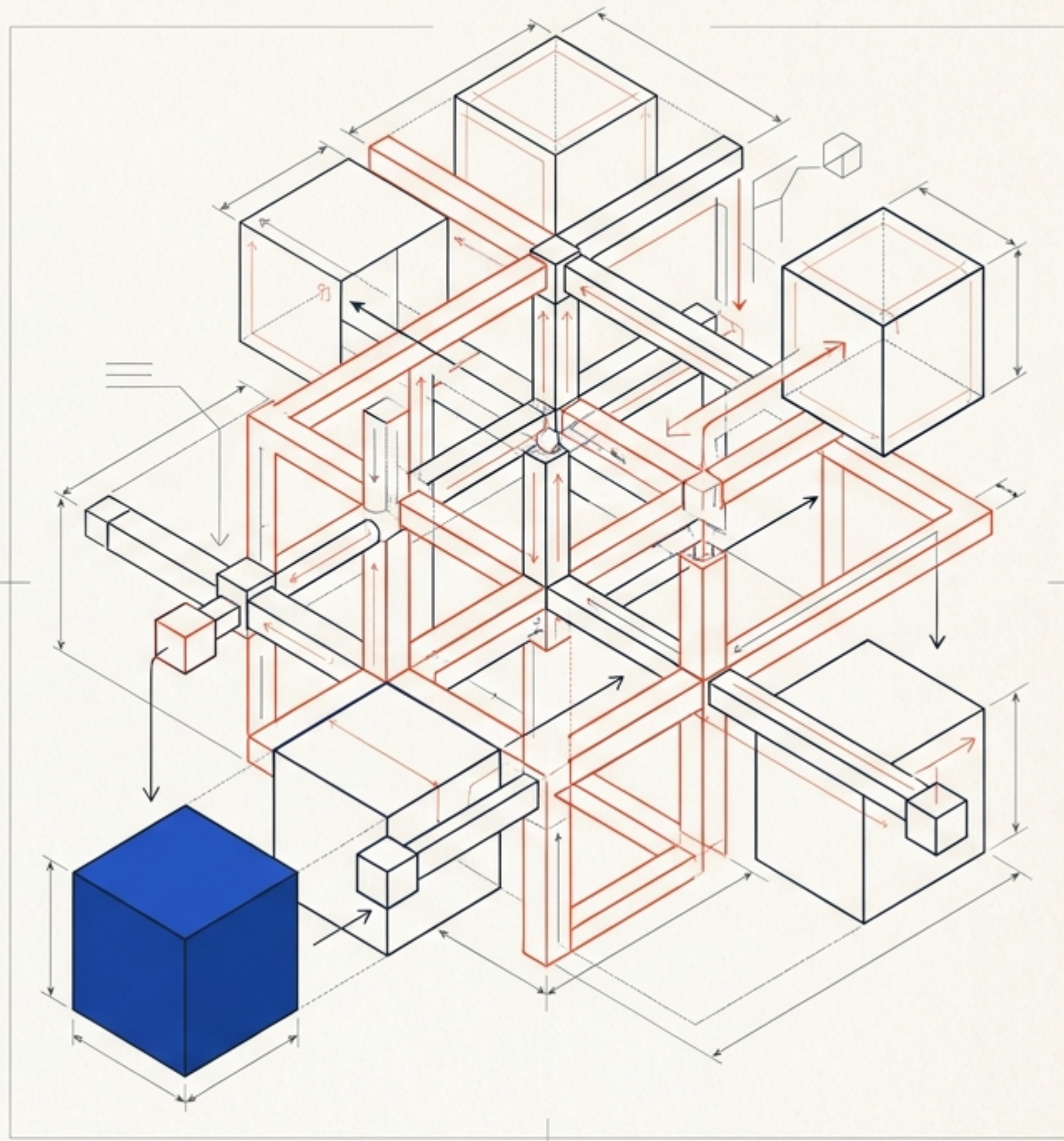


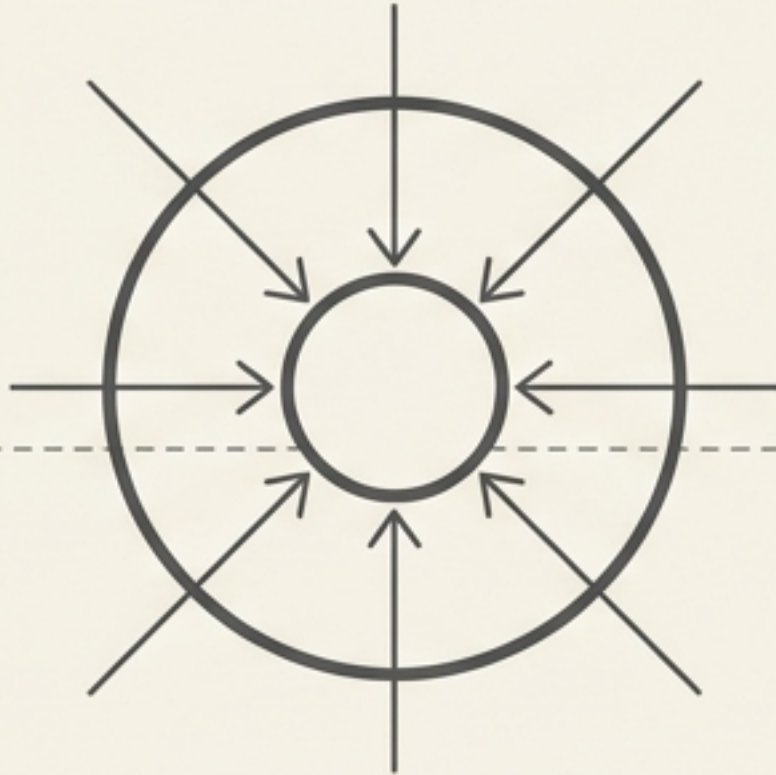
ARCHITECTING THE EXPANSION ENGINE

A blueprint for training Customer Success teams to proactively identify, engineer, and capture growth opportunities within existing accounts.



THE PARADIGM SHIFT

THE OLD PARADIGM



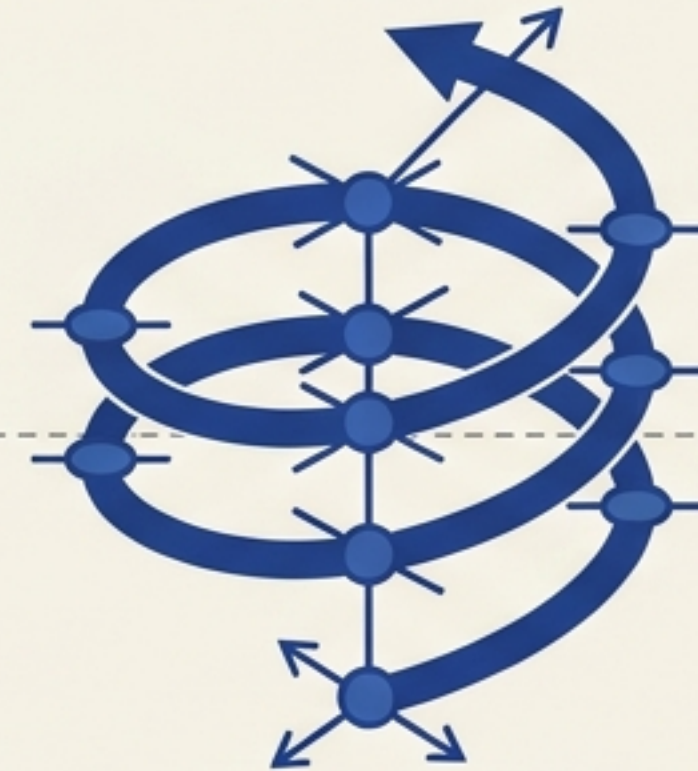
SELLING PRODUCTS BASED ON QUOTAS

PREVENTING CHURN AND REACTING TO ISSUES

WAITING FOR THE CUSTOMER TO ARTICULATE A PROBLEM

TRANSFORMATION

THE NEW PARADIGM



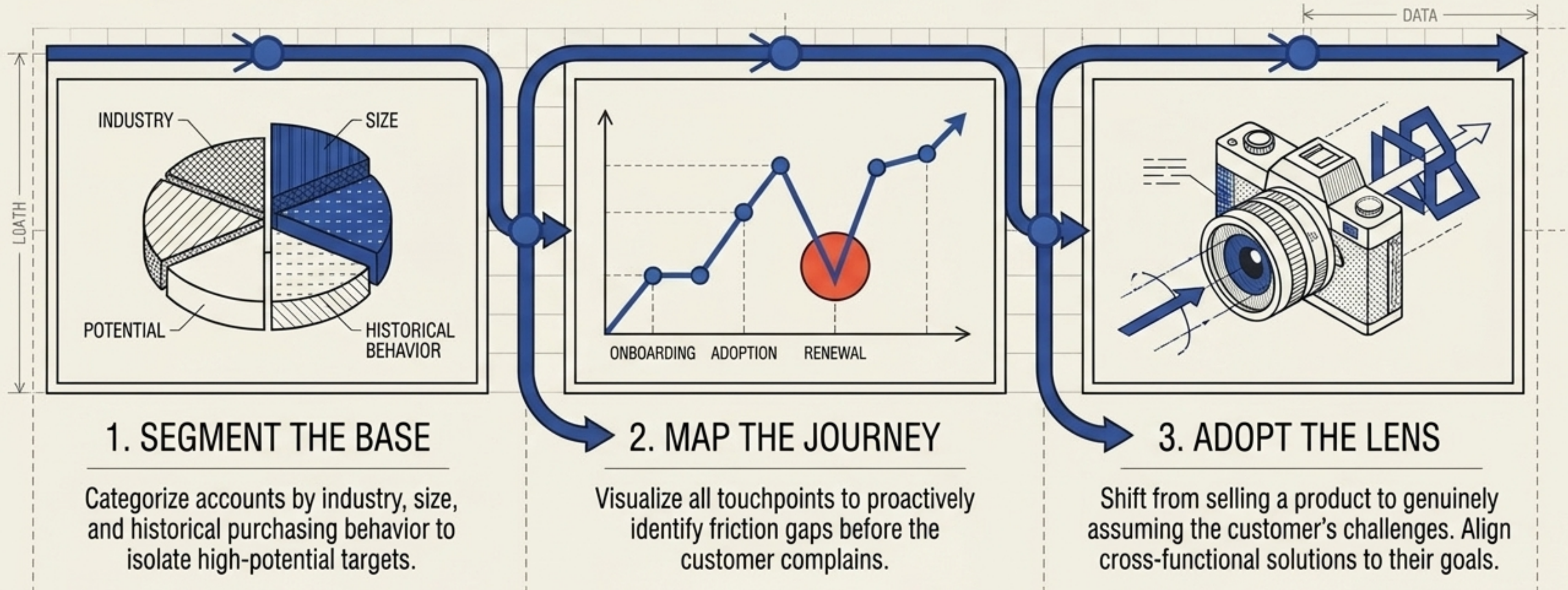
POSITIONING THE TEAM AS FORWARD-THINKING PARTNERS

PROACTIVE JOURNEY MAPPING AND ANTICIPATING FRICTION

UNDERSTANDING OVERARCHING CUSTOMER GOALS
BEFORE NEEDS ARE ARTICULATED



PILLAR 1: THE CUSTOMER-CENTRIC IDENTIFICATION MATRIX

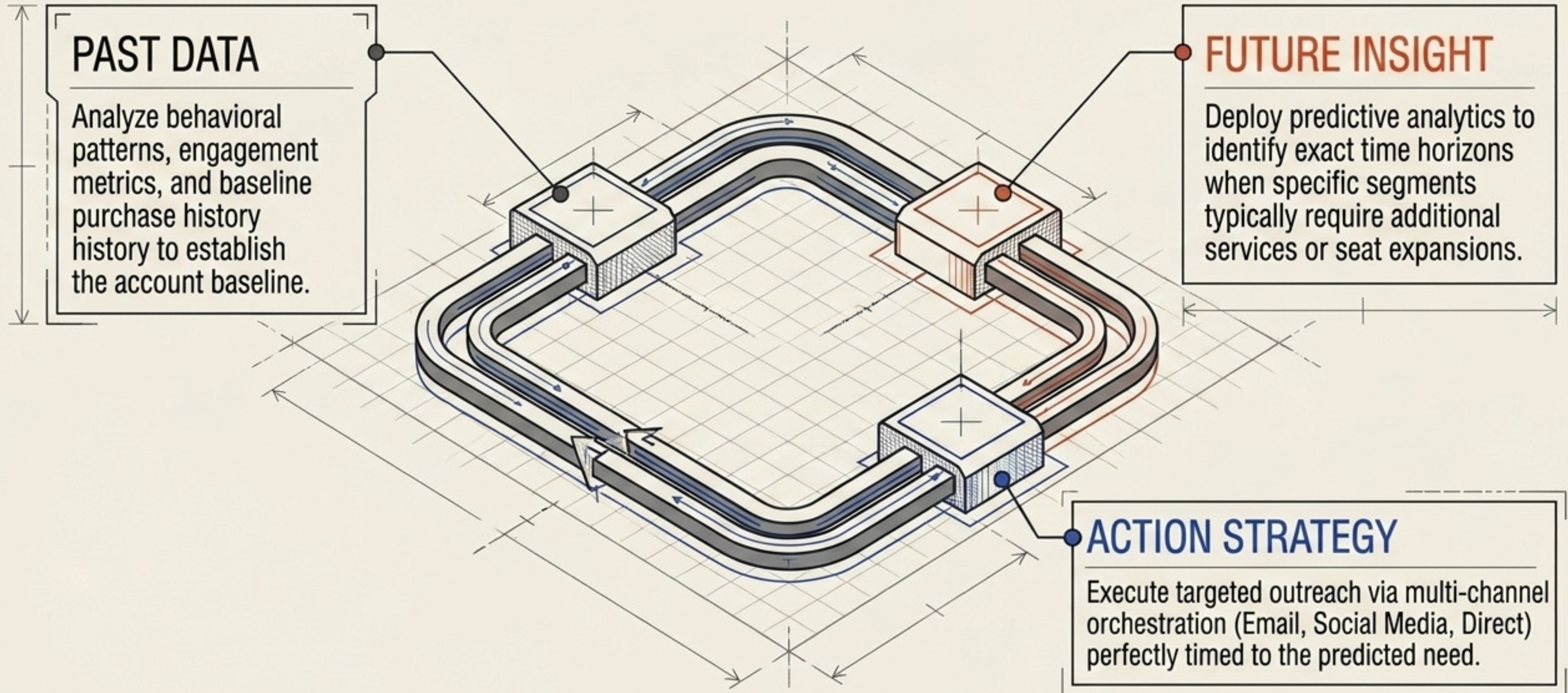


EXPANSION BEGINS WITH EMPATHY, NOT AN AGENDA.

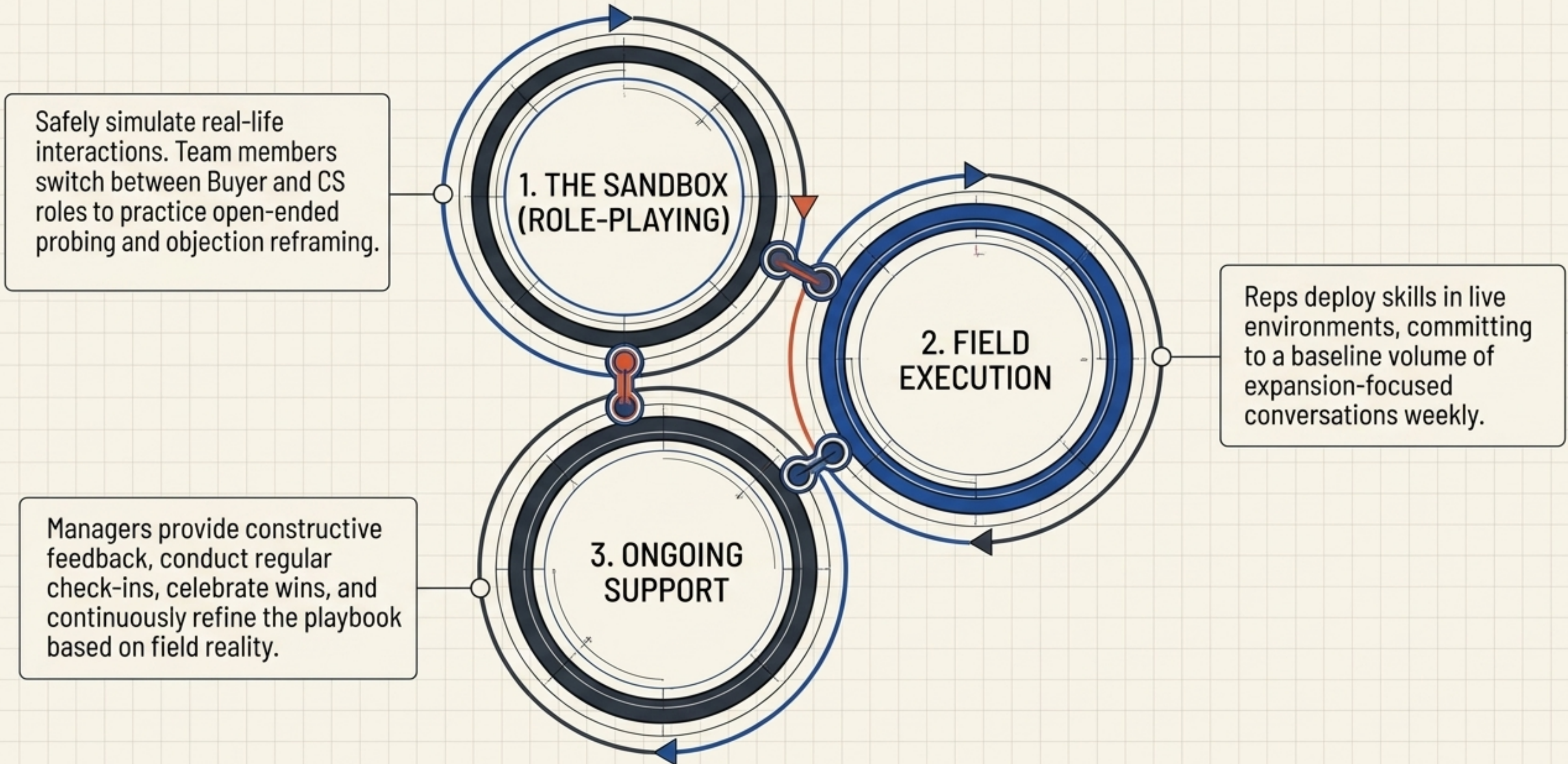
PILLAR 2: THE CONVERSATIONAL TOOLKIT

	STANDARD CS RESPONSE	EXPANSION-ENGINEERED RESPONSE
Listening Mode	Hears surface words and waits for their turn to speak.	Actively summarizes, clarifies, maintains affirmative body language, and targets underlying emotions.
Question Depth	Asks closed questions focused on immediate utility. (e.g., "Are you satisfied?")	Utilizes open-ended probes focused on broader goals. (e.g., "What specific challenges have you faced while using our product?")
Objection Handling	Views objections as roadblocks to be deflected or managed.	Reframes objections as requests for clarity. Validates feelings first before pivoting to customized solutions.

PILLAR 3: THE INTELLIGENCE LAYER



PILLAR 4: THE TRAINING SANDBOX



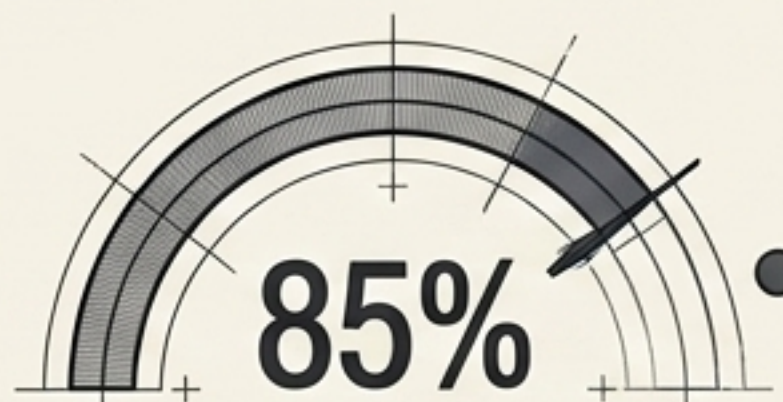
THE EXPANSION COMMAND CENTER

What gets measured gets engineered.

SKILLS READINESS

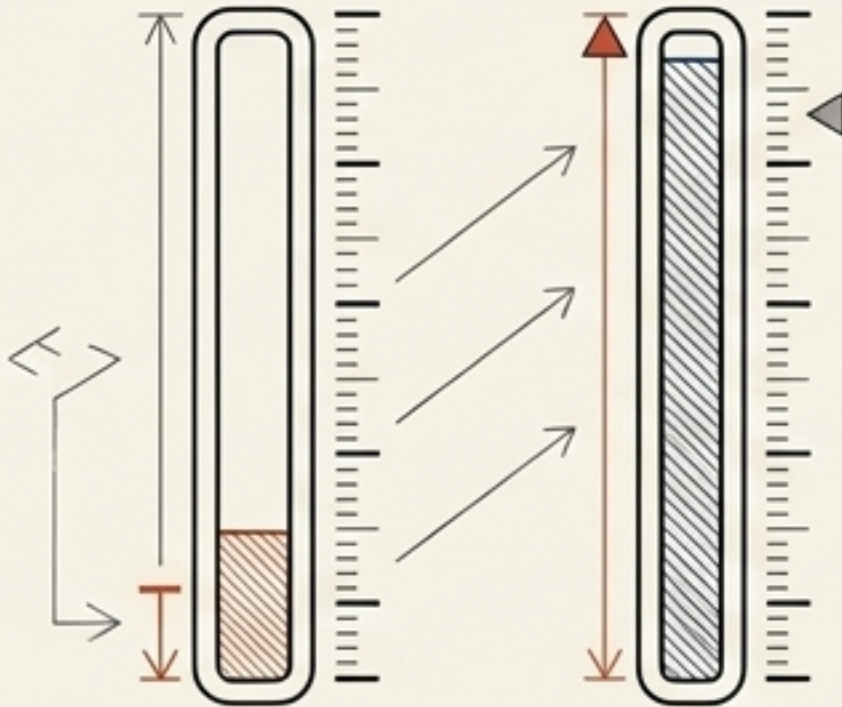


Customer Empathy Proficiency
(Role-play assessments)



Product Knowledge Score
(Monthly certifications)

ACTIVITY ENGINE



5

Expansion
conversations
required per
week per rep

95%

Follow-up
execution rate
within
48 hours

OUTCOME TARGETS

10

Qualified expansion leads
generated per month

75%

Objection-handling
success rate on calls

4.5/5

CSAT rating post-expansion
conversation

