

BUILDING SALES AND CUSTOMER SUCCESS ALIGNMENT

COMMAND OF THE MESSAGE® AND CUSTOMER SUCCESS: IMPROVING RETENTION REVENUE

The Value of Training Customer Success and the Sales Team:

Customer Success is a critical component to a successful customer engagement process. If you want to grow revenue, you need an organization that is cross-functionally aligned on buyer value and solution differentiation. Capturing that value after the initial sale is an essential component to driving recurring revenue and expansion opportunities within accounts. Fostering that alignment, specifically between the traditional sales organization and customer success teams is an essential component to driving recurring revenue in fast-growing software companies.

Using Command of the Message and MEDDPIC, Sysdig developed the rigor and common language that Sales and Customer Success needed to execute and significantly increase initial and post-sale revenue growth. Putting both organizations through the program enabled both teams to shift away from focusing on technical capabilities, and more on connecting Sysdig’s solutions to buyer’s business-level challenges. Now they’re focused on connecting Sysdig’s solutions back to their buyer’s business-level challenges. As a result, Customer Success is better able to monetize accounts long term.

The results have been impressive:



Increased conversion rates by **more than 2x**



Cut ramp-up time **by 50%**



Gross and net retention revenue **skyrocketed**



Drove **clear ROI** from the engagement



“The importance of getting customer success aligned with the new methodology is that now we don’t miss a beat in the handoff process.”



Keegan Riley,
Chief Revenue Officer

“Our net retention and our gross retention revenue have skyrocketed over the last twelve months.”



Keegan Riley, Chief Revenue Officer The Value of Training Customer Success

A CONSISTENT VALUE MESSAGE

“You don’t want a customer to be like ‘you sold me the dream. And now I’m on my own to implement this stuff that’s highly technical?’ On handoff calls, **sales and customer success now speak the same language**. They understand what the PBOs are. They understand what the required capabilities are. They understand the metrics that the customer and us are jointly going to use to measure success.”

IMPROVED ALIGNMENT BETWEEN SALES AND CUSTOMER SUCCESS

“Our Customer Success team has seen how impactful our sales process now is. They have a deep understanding of what our customers are trying to accomplish immediately after the initial sale. We’re fully supporting our customers and **our Customer Success team in achieving positive business impacts.**”

THE BUSINESS IMPACT

“It’s been a process that has helped us establish new habits in how we think about our engagement with our customers, both before and after the sale. That to me is the biggest difference in this engagement and what makes Force stand out.”

“When it came time to do the deal, our sellers would say ‘they love our tech’ but there was no connection back to the business. They couldn’t outline a champion or a big business problem. Now **we’re better able to make our customers successful** at their projects because we understand their actual pain. It’s not just, ‘Hey, we’ve got this cool widget, you bought it. Good luck with that.’”

**A SOLIDIFIED FOCUS ON THE BUYER DOUBLES CONVERSION
RATES AND IMPROVES TIME-TO-PRODUCTIVITY**

[READ THE FULL STORY](#)