

# HALF-DAY OUTCOME WORKSHOP



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## Purpose

Discuss who should lead an outcome approach. Provide insight into the benefits of, and a framework for, Outcome-based Customer Success.

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## Audience

The workshop will help either

- A senior team representing each customer-facing department - Marketing, Sales, Customer Success, Services and Support. You'll use outcomes to re-imagine your customer engagement.
- A team from Customer Success. You'll take the lead in adopting outcome-based customer engagement.

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## Format

We'll use a combination of education, polling and Q&A throughout the workshop.

# Agenda for the Workshop

## The Outcome Generation

Why major vendors have adopted outcomes

## Who Should Lead on Outcomes?

Which department should take the lead and why

## The Benefits of Outcome-based Customer Success

Why you should make outcomes central to customer engagement

## Success Outcomes

The bigger outcome your customers really care about. And your business' central mission.

## A Framework for Outcome-based Customer Success

DEEP Engagement provides an end-to-end approach for engaging customers.

## Outcomes at Every Step of the Ideal Customer Lifecycle

We'll show you how to drive an ideal customer lifecycle through outcomes

## Engagement with Different Customer Segments

You engage differently with each segment of your customers. We'll show how a common frame of reference can simplify this challenge.

## Increasing Revenue Without 'Selling'

Methods to retain true customer success as your central focus and increase revenue at the same time.

## Outcome Bundles

A simplified way of offering outcomes to customers

## Special Techniques for High-touch Customers

An outcome approach opens the possibility of new engagement techniques for our biggest customers

## Next Steps

How to move forward

# BACKGROUND ON OUTCOME LEADERS

## Founder

Paul Henderson

## The Success Outcome We Serve

Passionate customers

- Look different and better than competitors.
- Create new sources of revenue

## Purpose

Help technology vendors create passionate customers by enabling their customers' business outcomes.

## Authority - Paul Henderson

Paul ran the Asia Pacific region for an enterprise software company, with 200 people across nine countries supporting 800 enterprise customers. In the last five years, he designed and successfully ran an Outcome-based Customer Success Program across the whole Asia Pacific region.

Paul has written two books. The first on internal use of outcomes (*The Chief Capability Officer*), the second on customer outcomes (*The Outcome Generation*)

## Problems Solved for Technology Vendors

We help organisations ready to move beyond product adoption as the sole focus of Customer Success. We provide an outcome-based approach to -

- Protect and grow revenue, particularly recurring revenue.

## Outcome

A vendor aligned around enabling a business outcome the top management of customers regard as success.

## The Why

Six or seven years before leaving the industry, Paul was unhappy with the lack of real customer success in the ERP industry. Gartner's research suggested only 32% of ERP projects were considered successful. Paul decided to do something about the lack of success; and initiated an outcome program. Over the following five years, he led the design, implementation and running of this Outcome-based Customer Success program across all countries of the Asia-Pacific region.

He later realised the customer success program could assist other technology vendors. And he wanted to help the industry address the lack of true customer success. So he left his software company to write his second book and develop the Outcome-based Customer Success Program.

## Next Steps

The Outcome Workshop allows you to see how Outcome-based Customer Success will work for your business.

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## Contact Details

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Or you can visit our website at **[www.outcomeleaders.com](http://www.outcomeleaders.com)**

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