

OUTCOME WORKSHOP



Purpose

Provide clear insight into how Outcome-based Customer Success will work in your business.

Duration

Two Days

Approach

We'll use a combination of education and workshop exercises. Your team will work together to design how Outcome-based Customer Success will operate in your business.

Output

At the end of the Workshop, you'll have:

- an understanding of the key elements of Outcome-based Customer Success
- defined a business outcome (Success Outcome) you serve
- defined the cycle your customers go through when buying and using your products and services (Customer Journey)
- defined the outcome you want to achieve at each step of the Customer Journey
- defined an ideal customer lifecycle - how you want to engage at each step of the customer journey for one segment of your customers
- assessed, at a high level, your readiness to implement the ideal customer lifecycle
- designed a productised outcome - a simple way of selling outcomes
- reviewed how Success Outcomes can help you plan for new products and services

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.

Format

The workshop will have a small number of companies (five or six) with up to five team members from each company. Each company will have its own table to facilitate planning. You'll come away from the workshop with a plan for your company.

Elements of the Workshop

General Principles

We'll review the general principles of Outcome-based Customer Success including -

- Maturity of Customer Centricity
- The Benefits of Outcome-based Customer Success
- DEEP engagement - using outcomes to drive all customer engagement
- Role of each department
- Outcome-based Selling

Defining Your Success Outcome

The difference between product outcomes (the direct benefit of your products and services) and Success Outcomes (the bigger business outcome the customer needs to achieve) will have been covered in education. You'll now identify potential Success Outcomes your business serves. You may reach a consensus on one.

Ideal Customer Engagement

You'll define how you would engage with your customers under outcome-based customer success. You'll develop an ideal customer lifecycle for one segment of your customers. And you'll develop an Outcome Cycle - the outcome you want to achieve at each step of the customer lifecycle. You'll cover your entire engagement process including developing opportunities (marketing), sales, services, customer success, ongoing measurement and support.

Execution Capability Analysis

We'll then run a high-level analysis of what you'll need to run the ideal customer lifecycle. For each step in the lifecycle, you'll rate your current capability as red, orange, yellow or green. This will show you how ready you are to execute your ideal customer life cycle.

Productising Outcomes

Most sales organisations have been trained to sell products or solutions. You'll learn the process for offering an outcome as a 'product'. You'll then identify an outcome you enable for customers and turn it into a 'product'. Productising outcomes makes the transition to outcome-based selling easier.

Introduction to Growth Planning

We use the lens of the Success Outcome you serve to generate ideas for new products and services. We'll give you an overview of the process which includes baseline growth, extension-growth, new-market growth and disruptive growth.

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. It's a great exercise to undertake without having to fully commit to a program.

Contact Details

You can reach Outcome Leaders on **+61 1300 859 791** or at **pjh@outcomeleaders.com**.

Or you can visit our website at **www.outcomeleaders.com**

Or find Paul on **LinkedIn** at **[paulhenderson5](#)**

