



GET EXECUTIVE BUY-IN FOR YOUR CUSTOMER RETENTION PROJECT



Your **Customer**
Retention Experts

Getting buy-in from executives relies a lot on your ability to present your project in a way that is most convincing to each of your senior leaders.

It's worth taking a little extra time to improve your chances of success.

This guide uses the best practices of 10 presentation experts & 30+ articles to help you increase your chances of success.

You can do this!

RATIONALE STEP 1



What story are you trying to tell?

- churn is rising
- lack of data or insights is causing issues
- investing in customer experience is a smart move

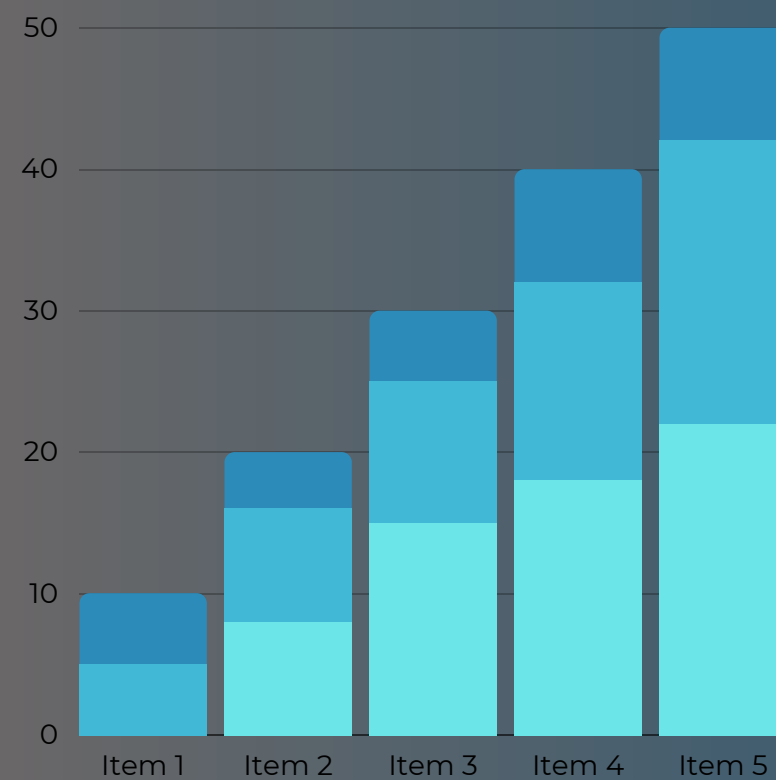
How will your project help the company's goals?

- boost revenues
- saves money or time or resources
- insights can be shared cross-functionally with product, marketing and sales to attract better-fit customers who stay longer



STEP 2

FACTS & FIGURES



Present your 'data story'. Use data that helps support the story you chose in Step 1.
Show the 'pain' that your project can fix.

HOW

- use KPIs or other key metrics
- show the metrics increasing or decreasing according to your Step 1 story
- show how the trending of these metrics impacts revenues, time and resources
- show how many customers are impacted **(currently and in the future)**

BONUS

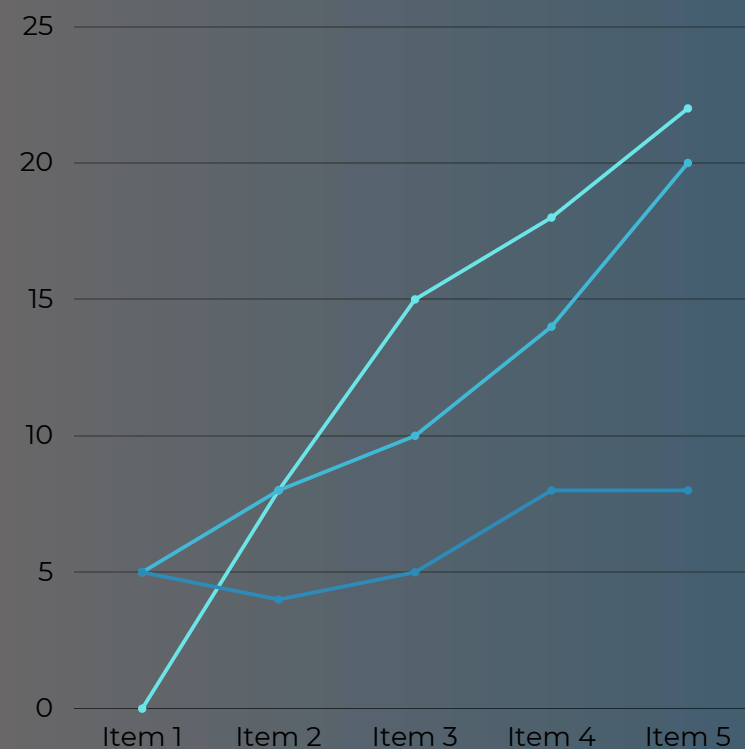
2X CURRENT CLTV



Replacing a churned customer is NOT a 1:1 ratio.

When a customer churns, their future revenue opportunities go too. These lost revenue opportunities can equal **as much as 2X your current Customer Lifetime Value (2x CLTV)**.

If your story in Step 1 is to reduce churn, use this data in your presentation.

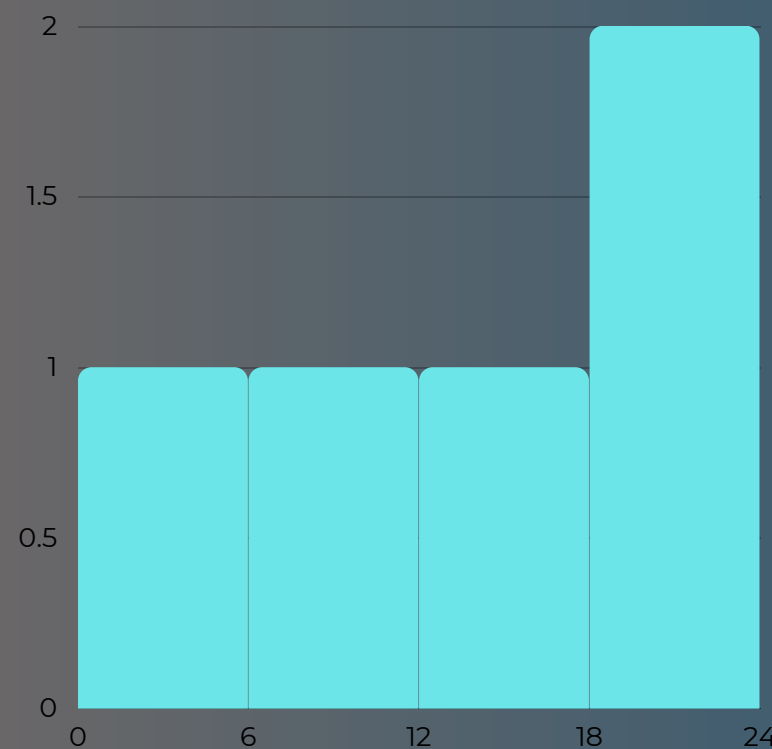


2X CLTV LOST

- lost future renewals
- lost positive word of mouth marketing
- lost future upsells
- lost future cross-sells
- lost future referrals

BONUS 2

RETENTION REVENUES



Use this simple calculation to show how a small increase in retention rates have a positive impact on revenues.

\$10,000,000 current revenues @ 70% retention
\$10,500,000 projected revenues @ 75% retention
net gain \$500,000

This calculation is easier to understand than the 2x current CLTV lost in future revenue opportunities.

Choose the increase in retention revenues or 2x CLTV loss based on the theme or story you chose in Step 1.

THE PEOPLE

STEP 3

1.



Use Real Customers

Tie your project ROI to customers. Pick 1 or 2 & talk specifically about the impacts on them.

2.



What about us

Your company is the customer. What makes your company churn or dissatisfied? Use that.

3.



Speak to them

Tailor your examples to speak to what your CEO, CFO & other executives view as important.

4.



Raise Emotions

Show the pain of the status quo. Show how your project can relieve or stop the pain.

OBJECTIONS & QUESTIONS

STEP 4

Prepare for common objections by ***raising them in your presentation before they get asked.***

1. By leader -- What objections & questions would the CFO, CEO, CCO or other executive ask?
Answer these in your presentation.

2. By Resources -- How much will your project cost in terms of

- time
- staffing
- money



STEP 5



ANCHOR YOUR ASK

#1. First show the cost of keeping the status quo

Add up every line item + future costs into 1 big number.

#2. Second show the cost of your project

Add up every line item + future costs into 1 smaller number. This approach highlights the value of your project relative to the status quo and makes your project more desirable.

ADD EVEN MORE VALUE

Here are 3 things you can do to further improve your chances of success:

1. **Create a PDF** summarizing the highlights of your presentation & distribute it. This allows your executives a chance to look things over at a later time.
2. **Tailor the PDF** to each person. CFOs like numbers. Ensure their PDF has more hard data. Does your CEO like customer stories? Focus their PDF on the stories.
3. Make sure your **PDFs show the data**, customer stories and the cost of your project.

It's worth the extra effort to improve your chances of success.

(Good luck!)

Want more details?

Check out [the companion article](#) to this guide.



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