



## How happy are your clients' senior executives?

Naturally, all your account managers have targets, and key among them will be revenue growth and contract renewal. You know that neither of these will happen unless your customer is happy with your company, its people and what you're delivering. So how confident are you that your customers will be renewing at the next opportunity? How can you find out?

*"The customer's perception is your reality."*  
Kate Zabriskie

The best account managers begin the contract renewal process the day the contract is won, not just before renewal. They know the value of happy customers and invest in finding out exactly what their customer's think and formulate effective action plans to act on these results.

Surprisingly, our research indicates that less than 50% of companies routinely employ a formal process to measure customer satisfaction across their key accounts. Still fewer have a measurable way to assess the views of the executives who make the buying decisions. Unsurprisingly, we find contract retention rates among those that do, are up to 30% above those that don't. Organic revenue growth also shows marked improvement.

*"Your customer doesn't care how much you know until they know how much you care."*  
Damon Richards

So how do you go about measuring happiness? Just ask them? If only it was that simple. Get it wrong and you could do more harm than good. Put yourself in your customer's shoes and think about how, as a senior executive, you might react to each of the following:

- Online questionnaire
- Telephone survey
- Interview by account manager or their colleagues (internal)
- Independent interview by an industry expert (external)

All have their place within a coordinated satisfaction assessment system but the direct interview is clearly the preferred option for key decision-making executives. These same executives have a marked preference for independent interviews, citing the combination of process expertise and no hidden agenda.

This is what PSP offers, together with help in creating effective action plans and analysis of systemic issues.

Your 'stock' will rise, as the customer feels valued by the obvious investment you've made in engaging independent experts to talk to them.

*"It's remarkable, I had dinner with him just last week and he didn't tell me any of this!"*  
Senior Executive of a PSP Customer

Our service frequently results in short-term returns on investment through lead generation. Typically, our customers see at least a fivefold return through identifying opportunities that they might otherwise have missed.

A final word of warning: when you embark on this journey, you cannot stop without negative consequences. Customer expectations will rise and your action plans must impress and make a difference. Having PSP with you on this journey will ensure you achieve your account growth and contract renewal goals.

*"The more you engage with customers the clearer things become and the easier it is to determine what you should be doing."*  
John Russell

### About PSP

At PSP we work alongside our clients, helping them deploy world-class sales enablement processes effectively to produce significant improvements in sales outcomes.

Distilling three decades of blue chip experience, we have industrialised proven processes and tools that focus on deal qualification; win/loss analysis; sales strategy and planning; account growth (retention and renewal); and executive customer satisfaction.