

---

# SUBSCRIPTION RENEWALS

**LENGTH**

4 hours

**CERTIFICATION****FORMAT**

Live

How can we ask our customers for more money when they renew their subscription? How can we save a customer who has decreased their usage?

In this module, we focus exclusively on the subscription renewal as a sales discipline. Participants will learn why developing a customer-based communication strategy leading up to the renewal date will significantly reduce churn, and how to use their account data to create a customer story and road-map that will help them win massive upgrades with their customers for years to come.

**LEARNING OUTCOMES**

After taking this course, you should be able to:

- Assess the quality of your business relationships
- Apply relationship management tactics to enrich current client relationships
- Organize your routines and processes to address a large volume of relationships

---

## COURSE OUTLINE

**Renewal Planning**

- The Renewal Timeline
- Setting SMART Renewal Objectives
- Collecting & Organizing Account Data

**The Renewal Story**

- Analyzing Account Activity & Evaluating Account Health
- Assessing The Client's Value Proposition
- Preparing Your Business Case & Anticipating Objections
- The 3 Types Of Renewal Stories
- Activity: Creating Your Renewal Story
- How To Discuss Money, Terms, Contracts & Restrictions

**Developing A****Communication Strategy**

- Sequencing Your Pre-Renewal Communication
- Activity: Planning Your Pre-Renewal Sequence