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Winning over and back customers during a downturn

25 tips from top industry leaders

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Introduction

In these tough times, losing a customer can be a significant setback for any business. But retaining your customers, preventing churn, is also harder than ever. They too, need to save money. They too, need to overlook their strategies and find ways of doing more with less. It's a vicious cycle of everyone trying to stay afloat.

By really listening, understanding the customers' needs and insisting on delivering continuous value for them, a company can create a significant competitive advantage that lasts beyond temporary struggles.

It's time for us, time for you, to turn the vicious cycle into a virtuous cycle.

Preventing churn should always be a top priority for companies, though today, the struggle of losing clients to cheaper alternatives is real. With a strong focus on cutting costs, customers have a tendency to switch to lower quality products or services, even if they have been loyal in the past...

However, history shows us this trend is not sustainable in the long run. Quality and value will always win. Losing a customer doesn't have to mean the end of that relationship, how you deal with the churn is what matters. With the right strategic approach and a deep understanding of their behavior, it's possible to win back customers, and even turn some of them into strong brand advocates!

In partnership with Oneflow, we've gathered tips and insights on how to maintain customer loyalty to a higher degree, even through tough times. With contributions from top industry leaders, we're sharing effective ways of improving customer retention rates and increasing revenue.
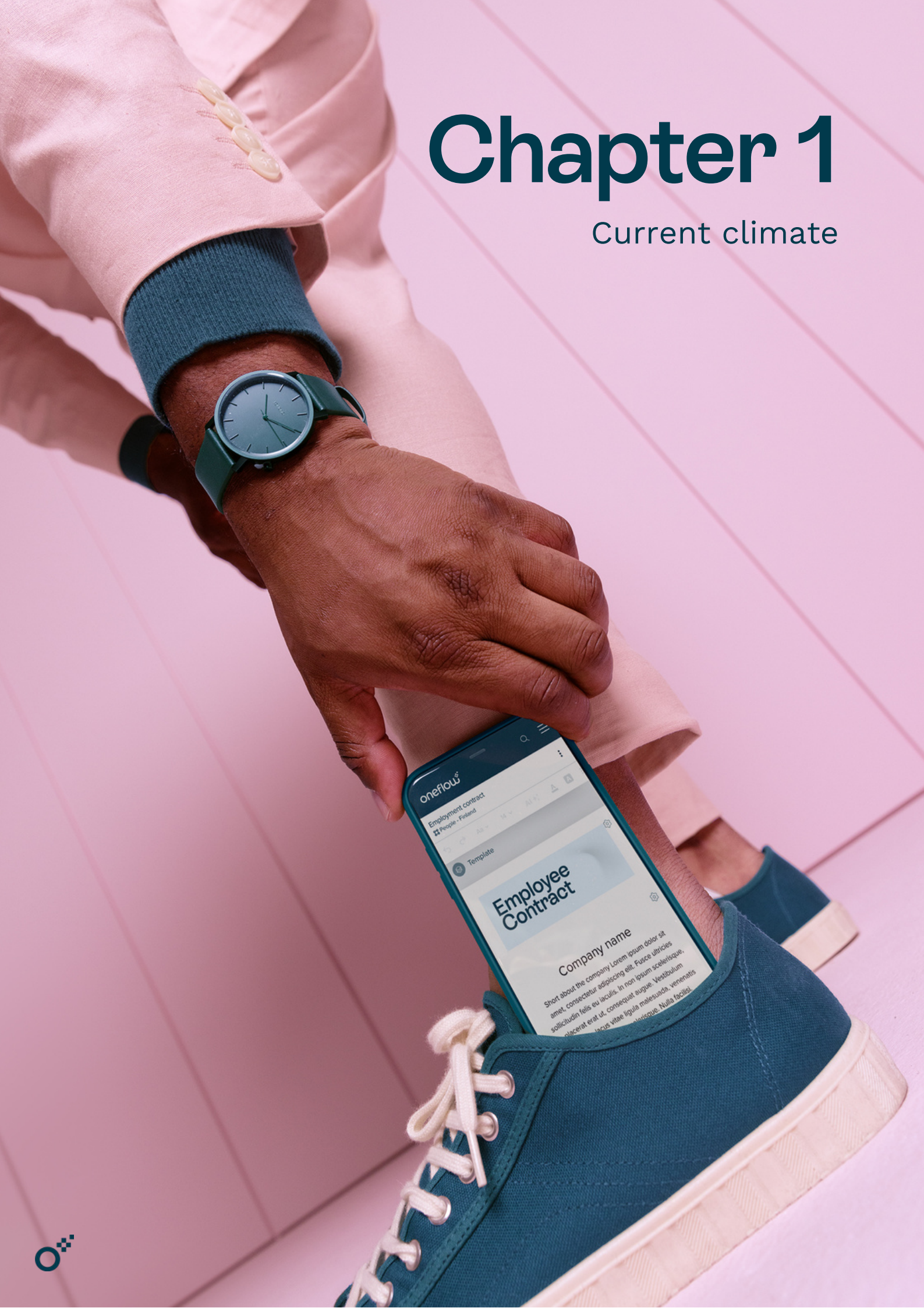
Christian Kinnear
Chief Sales Officer at HubSpot

Chapter 1

Current climate

Current Climate

In today's fast-paced and constantly changing business environment, companies face a multitude of challenges that can threaten their survival. Economic downturns, new competitors, changing customer preferences, and disruptive technologies are just a few of the factors that can massively impact a company's bottom line.

In this article, we'll explore the critical role that customer retention and win-back play in driving business growth in today's uncertain environment. We'll deep dive into the most effective ways of maintaining customer trust and loyalty.

Customer retention is a key element of long-term success
Retaining customers is much more cost-effective than acquiring new ones, and it's also an essential aspect of building brand loyalty. During tough times, customers may be more likely to switch to a competitor if they feel that their needs are not being met, or if they are not receiving the value they expect. When the economy is struggling, consumers become more price sensitive and less loyal to brands. This means that companies must work even harder to keep their customers engaged and satisfied.

But, churn can be overturned
In addition to preventing churn, it is also crucial to have a plan in place for winning back customers who have already left. Believe it or not, winning back customers is not only possible, but it can also strengthen your brand in the long run. However, it's not as simple as apologizing and hoping for the best. Companies need to find effective strategies that are both cost-efficient and customer-centric to attract their target audience back to their brand. We've gathered practical tips and strategies from industry leaders on how to improve customer retention rates, increase revenue, and strengthen their brand reputation, even in challenging economic conditions.

We will explore some effective methods for increasing customer retention during tough times, and also discuss ways to win back the ones who already left.

Chapter 2

2022 Hit Us Hard
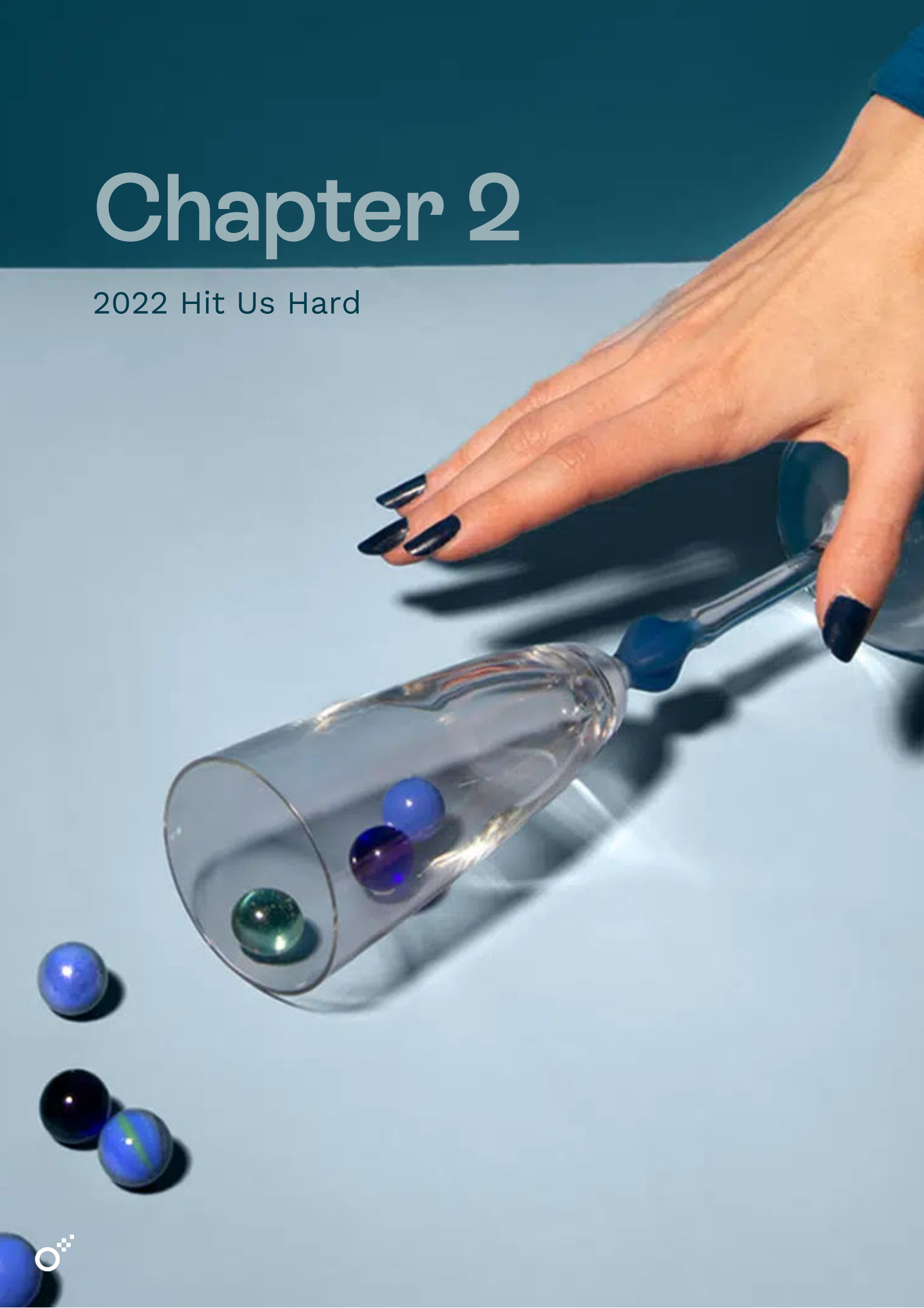
2022 Hit Us Hard

The inflationary dilemma:

Inflation is a phenomenon that affects everyone in the economy, from individuals to large corporations. As a sales leader, it's crucial to understand the impact of inflation on the economy, particularly when making long-term investments and borrowing decisions. During 2022, the US economy experienced a surge in inflation, with an annual rate of 6.5%, which is well above the normal range. Unfortunately, it is expected to continue throughout 2023.

There is much debate about the cause of current inflation. Some people attribute it to the Russian invasion of Ukraine, while others believe that corporate price gouging is responsible for the high rates. However, economists generally agree on some of the causes behind the high inflation that has defined the economy over the last several months.

One of the primary reasons behind the surge in inflation is the recent Covid-19 pandemic. The pandemic has caused a shift in consumer demand from services to goods, which has left producers unable to keep up with demand. Additionally, factory closures from early in the pandemic reduced supply just as demand was rising, which sent prices even higher. Another contributing factor is Russia's invasion of Ukraine, which caused a spike in oil prices. This increase in oil prices has led to an increase in the cost of both manufacturing and shipping, while also forcing up the price of other commodities.

Lastly, the US has been dealing with a labor shortage, leaving many businesses that had been shuttered for months unable to meet rising demand. This increase in demand can be attributed to stimulus payments, which have caused an influx of consumer spending.

What does inflation impact?

As consumers, we are all facing the reality of paying more for our everyday items. With inflation on the rise, households are finding that their money is worth less. When everyone has to pay more for groceries, there's less money available to spend on other things.

The effects of inflation can be particularly challenging for savers, homeowners, and those who are already retired. If you've been saving for a long time, paying off a mortgage, or drawing on a fixed pension plan, you may suddenly find yourself having to pay more with less.

The last time inflation was this high was over 40 years ago. While some of you may not have been born then, others may remember the 2008 financial crisis when inflation reached just above 5%. As inflation rose and interest rates fell, savings accounts were no longer able to keep pace with the rising cost of living.

Central banks and governments commonly try to combat inflation by changing interest rates. When interest rates go up, people save more and spend less, making item shortages less acute and, in theory, bringing prices down. However, this will also impact things like mortgages. Higher interest rates can mean that the amount you need to pay on a mortgage could increase.

As a sales leader or executive, it is crucial to stay informed about the impact of inflation on your customers and employees. By understanding the challenges and potential solutions, you can make informed decisions that benefit your business and the people it serves.

How is inflation impacting my business?

As a sales director or executive, you may wonder how inflation affects your business operations. The truth is, it's difficult to find a business that remains unaffected by rising costs. The question is not whether inflation affects businesses, but rather which parts of a business are not impacted.

Inflationary trends are currently making it more challenging for businesses to offer competitive prices for their goods and services. Managers and owners have a difficult decision to make; they can either absorb the extra costs or raise prices. However, raising prices may not be feasible in certain industries, and eating the additional expenses is never an enjoyable decision.

Inflation can significantly impact a business in several ways, including higher utility and equipment costs, rent or leasing increases, and greater transportation expenses. Moreover, it can affect a business's daily, annual, and programmatic operations. For instance, a business may need to take fewer financial risks, reduce spending on marketing, delay new product launches, or repair equipment instead of replacing it to save costs.

Personnel decisions are also affected by inflation. A business may have to freeze hiring, prohibit overtime hours for employees, lay off staff, reduce shifts or assign fewer weekly hours, delay personnel decisions such as awarding promotions, or require salaried employees to take on more responsibilities.
So, as we're now in a downturn, let's explore how industry leaders win back and over customers.

Mikael Arvidsson
Head of Regional Marketing at Oneflow
Former Business Manager at Swedbank, and Private Banker at Nordnet Bank

Chapter 3

Preventing Churn

Preventing Churn

Customer churn is a significant challenge faced by companies of all sizes in the current climate. Ensuring that your existing customer base is happy with the service they receive from you and appreciate the value proposition of your product is more important than ever.

With this in mind, we collected some of the best tips and advice to help you to prevent customers from churning and keep your business driving forward.

1. Stop overselling the product

Sometimes, the roots of unhappy customers churning come from the very beginning of the sales process. When you're trying to get a prospect to sign, you can unintentionally oversell your product.

Overselling doesn't necessarily mean overpromising, it can also mean selling a higher plan than the customer actually needs. This can leave the customer feeling that their ROI isn't being met, or worse yet, they lose sight of the value of your solution.

To prevent overselling from happening, as sales reps, we need to be open and transparent about our offering and put ourselves in the shoes of the customers. Let the customer start small, and expand the account when the benefits are clear. This makes a better business case for increasing their investments with you.

Be open to scaling down their contract when the time comes for renewing if you've realized that you might have oversold. It's better to have a shorter term impact on your ARR, then a longer term impact on your relationship with your customer.

Being open and transparent enables you to build a stronger relationship with a customer when this happens. It demonstrates that you're acknowledging their problem and are actively taking steps to solve it, even though it does not benefit you in the short-term.

In the customer's eyes, you've prioritized their satisfaction with your solution over commercial gains. That's only going to go down well.

William Alestam
Revenue Operations Specialist at Oneflow

2. Need for Speed-to-value

"Speed-to-value" is the time it takes for your customers to realize the benefits of your solution once the agreement period starts. The shorter the time, the more likely you're to retain the customer.

Here are a few nuggets on the road to fast speed-to-value:

First, make sure your solution is as easy to use, smooth to implement, and seamless to integrate as possible. The more straightforward it is for your customer teammates, the faster they can start using the solution.

Second, ensure a quick and swift onboarding process to get your customers up and running asap. A delayed onboarding process can lead to frustration and dissatisfaction, ultimately leading to churn.

Another critical factor is the availability of your Support and CSM teams. Most customers should have access to dedicated support & CS teammates guiding them as they use your solution, managing their concerns or issues, and helping them maximize the value of your solution. Providing educational resources such as tutorials, user guides, and webinars can also help your customers get the most out of your solution quickly.

Robert Nordling
Enterprise Team Lead at Vainu

3. Monitor customer progress with a multifaceted onboarding

When it comes to customer success, onboarding is a critical component. Providing the best possible onboarding experience and support to your customers can make all the difference in retaining them as long-term users. To achieve this, it's essential to engage with your customers early on and proactively offer support to prevent them from dropping off the radar.

At Livestorm, we have developed a comprehensive approach that emphasizes webinars as part of this process. We enroll our new customers in automated email sequences that include links to weekly live and on-demand onboarding webinars, replays, recaps, checklists, and clear next steps, all using our all-in-one video engagement platform.

This approach allows for both an automated and personalized touch, ensuring that customers receive the support they need in a way that works best for them. By providing a mix of live and on-demand content, you can cater to different learning styles and schedules. Additionally, our follow-up emails are personalized to each customer's progress and needs, providing them with the right guidance they need to succeed.

However, the full onboarding process doesn't end with the initial engagement. It's essential to continue providing support and guidance throughout the customer's journey, and this is where your network of colleagues can come in handy. By leveraging your colleagues' expertise and experience, you can approach customers from different angles and provide them with the support they need to succeed.

Moreover, it's crucial to monitor customer progress and feedback throughout the onboarding journey to ensure that they are getting the support they need. You can use surveys and feedback forms to gather their feedback, and adjust your onboarding approach accordingly. This way, you can continually improve your onboarding process and provide the best possible experience to your customers.

Hannah Dean
Customer Success Manager at Livestorm

4. Discuss the value, and not just the product

It's important to remember that your customers don't care about the technical specs as much as they care about how your software can benefit their business. That's why it's crucial to always discuss the value of your software, rather than just the tech. At the end of the day, your customers are using your software to solve a problem or achieve a goal. They want to know how your software can help them do that better than any other solution on the market. If all you talk about is the technical aspects of your software, you're missing a huge opportunity to show your customers how your product can make a real difference to their business. So, how do you go about discussing the value of your software? Here are a few tips:

Understand Your Customer's Needs
As mentioned before, you need to understand your customer's needs before you can discuss the value of your software. What problems are they trying to solve? What goals are they trying to achieve? Once you have a clear understanding of their needs, you can tailor your message to show them how your software can help.

Focus on Benefits, Not Features
When discussing the value of your software, it's important to focus on the benefits, not just the features. Features are important, but they're only valuable if they help your customers achieve their goals. By focusing on the benefits, you can help your customers see how your software will make their lives easier, more efficient, or more profitable.

Identify and enable your champion at the prospect organization
For larger deals the stakeholder management and timing becomes highly critical. It's important to continuously evaluate and try to spot and engage stakeholders at the prospect organization. Quite often the hardest task is to identify them and equip them with all the necessary content and tools that facilitate internal sales at their organization throughout the sales cycle. The most important factor there is that the champion and you feel that you are on the same side and are working together towards the potential near future success story.

Use Real-Life Examples

One of the most powerful ways to discuss the value of your software is to use real-life examples. Show your customers how other businesses have used your software to solve similar problems or achieve similar goals. This will help your customers see how your software can benefit their business in concrete terms.

Keep It Simple

Finally, it's important to keep your messaging simple and straightforward. Don't overwhelm your customers with technical lingo or complex explanations. Instead, focus on the key benefits of your software and how it can help your customers achieve their goals.

Riku Aakala
Country Sales Director for Finland at Oneflow

5. Find internal champions and don't only focus on decision makers

Although decision makers are the ones who hold the power to sign off on deals, they are not the only ones who can influence the decision-making process. The buying process usually involves multiple stakeholders such as end users, influencers, and budget owners. Focusing only on decision makers can result in missed opportunities to build relationships with these stakeholders, who can be instrumental in preventing churn.

Find internal champions within the company who can advocate for your solution. These champions can be anyone who has influence over the buying decision or who will be impacted by the solution. By building relationships with them, you can gain valuable insights into the company's needs and priorities.

By having contact with multiple stakeholders, you can identify potential roadblocks or objections early on in the buying process. By addressing these concerns proactively, you can increase the chances of a successful sale and prevent churn down the road.

Building relationships with multiple stakeholders helps you create a network of allies that can support your solution when it matters the most. Internal champions can introduce you to other stakeholders, provide feedback on your solution, and help you navigate the company's decision-making process. They can also provide valuable information about the company's budget, timelines, and decision-making criteria, which can help you tailor your sales pitch and increase your chances of success.

Zacharias Hörmander
Customer Development Manager at Vainu

6. Implement AI-Driven Customer Success

The increasing availability of customer data, coupled with the need for leaner customer success teams, creates challenges in drawing meaningful insights and managing client portfolios effectively.

AI can play a significant role in this context, adding a layer of intelligence to decision- making, reducing guesswork, and empowering customer success teams with the right information to manage their client portfolios efficiently. Furthermore, AI can fuel automation with data-driven actions for improved results and targeted strategies.

Step 1: Learn from the Past
First, analyze your past churned customers to identify common patterns, specific behaviors exhibited before churn occurred, and any external factors that may have contributed. Collect as much valuable and accurate data as possible to understand the reasons for churn. Once you have this data, draw insights or, even better, leverage AI models to pinpoint the key drivers of churn.
Common examples in B2B SaaS include prolonged onboarding times, inadequate feature adoption, escalated support tickets, loss of user champions, and delayed response times.

Step 2: Predict the Future
With the specific drivers of churn identified, apply this knowledge to your active customer base. For example, if "long onboarding time" is an important driver of churn, quickly identify which customers are taking too long in their onboarding process. Develop health scores based on risk drivers to scale this process. iIncorporating AI can automate the process and reveal hidden correlations that might otherwise be overlooked.

Step 3: Determine Next-Best-Actions
Now that you know which customers are at risk, develop strategies to retain them. Identify whether they respond well to personal contact, discounts, or quarterly business reviews, and create a more personalized communication strategy. Analyze past interactions to determine the impact of your contact methods on churn drivers. If emails didn't improve onboarding time, find the actions that did and implement them. Determine the next-best-action for each customer based on their lifecycle stage.

Step 4: Create (Automated) Workflows
You don't want to spend all your time analyzing data and manually creating tasks. Build workflows based on the knowledge you (or the AI) have gathered.
 For instance, if a low-value customer with a demo video as the next-best-action is at risk, don't invest time in them. Instead, create an automation that sends the right content to the customer at the appropriate moment. In this way you keep focus on the customers that matter and need your attention.

In conclusion, these 4 steps—learning from past churn, anticipating customer risk, formulating targeted next-best-actions, and establishing automated workflows—enable your team to efficiently address churn and foster enduring customer relationships.

Michiel Doornenbal
CEO & co-founder at Churned.io

7. Communicate with your customers and measure their satisfactions

You can be the best in your field but if you don't manage to communicate effectively with your clients to give them visibility on the project roadmap or on the value you bring them, you won't be able to build customer loyalty.

Good communication starts at the customer onboarding stage. A client who feels supported from the moment they sign up,and who has clear tools to monitor the progress of their project will start off on the right foot.

We recommend organizing a kick-off meeting that will allow you to introduce your project team, working tools and methods, the different key stages of the project and review the client's objectives. At that stage you can also define your preferred communication channels to provide quick answers to your clients and centralize information.

Throughout your project, it is essential to organize regular meetings to keep the client informed of the progress, address any questions or concerns, and identify any frustration early on. Communicate regularly on the results achieved, so that the client can truly measure the impact of your collaboration.

Finally, both during and at the end of the project, it is important to measure the client's satisfaction, like NPS, to detect any frustration and understand what makes them happy about your collaboration. You can then take the NPS result into account when discussing the future of your collaboration.

Christian Neff
CEO & Co-Founder at Markentive

8. Focus on your customers business goals, instead of your own

There are many reasons why customers might churn, from poor customer service to a more attractive offer from a competitor. However, one of the most common reasons is simply that the customer doesn't see how your product or service fits into their overall business strategy. By understanding their business goals, you can demonstrate how your product or service can help them achieve those goals, and become an essential part of their strategy.

So, how can you gain this understanding? One approach is to ask the right questions. When engaging with customers, ask about their short and long-term goals, and how they measure success. What challenges are they facing, and how are they addressing them? Understanding these things can help you to tailor your product or service to better meet their needs.

Another approach is to conduct regular check-ins with your customers. This gives you the opportunity to stay up-to-date on their goals and challenges, and to ensure that your product or service is meeting their needs. Regular check-ins also show your customers that you care about their success, which can strengthen your relationship and increase loyalty.

Remember, understanding your customers' business goals isn't a one-time event. It's an ongoing process that requires active engagement and a commitment to delivering value. By doing so, you'll be much better positioned to prevent churn and build lasting relationships with your customers.

In addition to these benefits, understanding your customers' business goals can also help you to identify new opportunities for growth. By understanding the challenges they face, you may be able to develop new products or services that better address those challenges. This can help to increase customer loyalty and retention, while also driving revenue growth.

Jeremias Mäki-Kuhna

Top-Performing Customer Success Manager at Vainu

9. Tie your solutions to the customer's OKRs to gain commitment and enable momentum

Create a growth plan with your customer that will help build a strong, lasting relationship. A roadmap that outlines the specific actions you will take to help your customer achieve their goals. It is a collaborative effort between you and your customer, and it should reflect the unique needs and objectives of each customer. A growth plan typically includes specific milestones and objectives, and it should be reviewed and updated regularly.

Customers want to know that you are invested in their success and that you have a long- term plan to help them achieve their goals. By tying your solutions to the company's objectives and key results (OKRs), you can create a growth plan that outlines how your cooperation will evolve over time and ensure that you are delivering value that is aligned with their goals.

You need to identify each customer's objectives and tailor your solution/service to their unique needs. This should reflect your understanding of their business, their industry, and their competition. Make sure to communicate this clearly to the customer, so that they understand the specific actions you will be taking, and how these actions will help them achieve their goals.

Regularly review and update the growth plan to ensure that it continues to reflect the customer's evolving needs and objectives. This approach will help you maintain alignment with the customer, and ensure that you are delivering value. It'll also allow you to detect signs of dissatisfaction and put you one step ahead.

An aligned growth plan will help you build stronger relationships with your customers, leading to increased customer satisfaction and loyalty. Your customers will feel confident in their investment in your solution, knowing that you are committed to their success.

Samu Vilkki
Customer Success Team Lead at Vainu

10. Increase stickiness with partnerships

Partnerships have been core to Aircall's growth, and they are one of our main revenue drivers:around 50% of our revenue in NA come from partners! While they are often-and rightly so-seen as a way to generate Net New Revenue, it might be easy to forget that they play a major role when it comes to retention too.

Be customer-first
Listen to your customers and identify feature gaps. You'll need to collect insights from your GTM team and understand what your prospects and customers are looking for the most. Which solutions/tools do their teams live in? Tech partners are a huge help here, as they help address feature gaps.

For example, Aircall decided quite early on to focus on developing strong partnerships with CRMs and Help-Desks, as our customers are Sales and Support teams... We knew we needed to provide a product seamlessly integrated with our customers favorite SaaS platforms, and allow them to focus on their job.

Measure

The other point is to measure the impact your integration/tech partners will have on customers "stickiness": track retention metrics and ACV (Annual Contract Value of a customer subscription).

In fact, we've seen our tech partners improving retention and increasing subscription lifetime by more than 20%!. The strength of a customized, perfectly integrated, tech stack plays a key role in building loyalty. It's why we define ourselves at Aircall as a "partner- first" company.

Enable

This partner-first mindset should apply to all teams. Find the sweet spot and enable your CS and Onboarding teams to make sure that they're not only aware of the above but have an easy way to recommend partners.

Among the tools that help: We like to keep collateral about our partners available for the GTM team, we have shared Slack channels with our partners, and we run enablement sessions so partners get to meet our team and help them understand how and when they can be the most helpful.

Learn more about Aircall integrations and our partner program. Have a look at our Partner Stories to see how we work together to achieve more.

Ian Cugniere
App Marketplace Manager at Aircall

How "Nearbound" Can Help Keep and Win Back Customers

What is Nearbound?
Nearbound is a Go-To-Market strategy that prioritizes partnering with individuals and companies your buyers already trust, rather than trying to reach them cold (outbound), or get them to come directly to you (inbound). Nearbound is also a strategy for serving and retaining customers with the help of partners.

Trust is low, expectations are high
The market is always changing, but some shifts are bigger and faster than others. We're smack dab in the middle of a rapid transition away from playbooks that have worked for winning and keeping customers for the last decade or so.

There are over 30,000 SaaS companies today. Customers are overwhelmed with information, ads, spammy emails, manufactured social proof, identical 4.7 star ratings, and grandiose claims. They don't want you to sell them, and they don't trust the content they find from Google like they once did.

Increasingly, people are looking to nodes of trust in their networks to make buying and renewal decisions. Those are the influencers you should be partnering with.

Customers need to be surrounded with partners at every step of the life cycle. Co- marketing, co-selling, integrations, and service partnerships are crucial components to gaining and retaining customers. Leveraging those relationships is the Nearbound play.

A few stats to drive the point home:
• Deals that involve partners have a 41% higher win rate and 43% larger deal size. [Source: Reveal, "The Nearbound Manifesto"]
• Companies that partner have a 28% higher compound annual growth, attributed to the fact that partnering improves retention and expands customer base. [Source: Forrester, "The Partner Channel Imperative"]
• B2B SaaS companies that have a strong partner program have a 15% higher renewal rate and 20% increase in upsell revenue. [Source: Canalys, "State of the Channel 2021: Partnering in the Recovery"]
• Companies with partner programs had a 10.3% higher average customer lifetime value and a 13.6% lower churn rate than those without partner programs. [Source: Forrester Consulting, "Partner Relationship Management Is Critical To Success," 2016]
• Customers who worked with partners were 57% more likely to renew their contracts than those who didn't. [Source: Breezy HR, "How Partnering Helped Breezy HR Achieve 99% Customer Satisfaction"]
• Customers who worked with partners were more likely to refer new business to the company. [Source: Breezy HR, "How Partnering Helped Breezy HR Achieve 99% Customer Satisfaction"]
• Companies that have five or more partnerships have an average churn rate of 4%, compared to a 12% churn rate for companies that have no partnerships. [Source: Crossbeam, "The State of Partnering 2021"]

The retention advantages of Nearbound

A product that is surrounded by partners at every stage is stickier. Here are several advantages:

Woven into the stack
If your product isn't yet core to your customer's business, it's on the chopping block. But the more you integrate with products that are core to the business, the less likely you are to get nixed.

More advocates around your customer

If the only relationship you have to the customer is direct, it's not hard to say goodbye to you. You've got one AE or CSM fighting to convince the customer to keep you or come back to you. They may not have a longstanding relationship. They have a thousand demands on their time, and they'll decide what to give deep consideration to based on input from those they already trust.

If you are partnering with communities, service providers, tech partners, and influencers who have sway and rapport within your customer's company, saying goodbye to you is harder. You've got multiple backstops in the decision making process to make the case for sticking with you. It's easy to leave a vendor, it's nearly impossible to leave an ecosystem.

Harder to compete with

If your product is your only moat, it won't last. Competitors can introduce more and better features, or undercut you on price.

If your product is surrounded by a robust ecosystem of partners, that's much harder for competitors to replicate. A product team can't just build that complex web of relationships and interdependencies.

Piggyback deeper into the org

The most recently added tools are often the first to get cut in a budget squeeze. Why? Because they haven't had time to penetrate deep into the organization and gain institutional inertia.

Products and processes that are deeply embedded into the workflows of the organization are much harder to cut. If that's not you, you can partner with other products and service providers who do have those deep ties.

Faster time to value

Keeping customers means delivering maximum value to them ASAP.

Most products aren't self-serve and are unable to do this out of the box. They require mindset shifts, internal buyin, ops changes, etc. A great CSM team can help, but to really accelerate time to value, you've got to tap into an ecosystem – and the people who've been to the places your customer is trying to go.

Customers who are connected to communities around your product and who can get good answers from the right people quickly are less likely to leave.

Subject matter experts who have been to the promised land your customer wants to get to and can show them how to implement your solution for quick wins. These are the people you need to tap for support, webinars, training, implementations, enablement, and every other step of the customer journey. Bottom line, when your product is surrounded by partners at every step, you'll retain more customers.

Don't be reactive, pre-empt churn with these Nearbound Tactics

If you haven't done a good job to date on building Nearbound into your motion, it's not too late! Don't wait until customers start to churn. Go look for early indicators and get the jump onthem by bringing in partners.

Tactic 1: Chase down integration usage dips
Retention begins before closed won. Ideally, you're looking at which integrations are needed before sending an account to the success team (based on account mapping data from your integration partners), the onboarding plan includes their tech stack, and you're pulling integration data into your CRM.

If that wasn't part of the sales and onboarding process, you can still do it after the fact. It's key to have integration data on hand to see which they are actively using, and what's being ignored. It's not directly causal, but the correlation between inactive integrations and churn is strong enough that you've got to monitor it.

If you have a customer with 6 integrations but only 2 are active, that's your bat signal. Help is needed!

Get your joint value statement about the integrations they're not using. Message the customer:

> "Hey John!
> I'm looking into ways to help you drive more [outcome they care about] and I saw a few things. You have [integration] and [integration] and there might be a few things for us to talk about to help get those activated. Open to a call?"

If they don't want a call, it may be an indicator that the integration isn't good (feedback for your product team), or that they are a churn risk for your tech partner's product. Either way, it's good intel!

Tactic 2: Give partners a heads up and offer to help
Maybe you discover through the above process that they are in the middle of a review and are considering leaving your integration partner's product. Ask them to tell you more and get all the info you can.

Then go to that partner and tell them they have a churn risk, and you're happy to help save the customer with them.

When you give to your partners, they will give back! You've now set the precedent and when roles are reversed, your partner is likely to help you.

Tactic 3: Look for product switches
You partner with two companies in the same product category, A and B. You have a customer that is using your integration with partner A. Suddenly, this customer becomes a customer of partner B, which you can see with your account overlap data in Reveal.

This is an important sign and likely means they are churning from partner A. Or maybe they're keeping partner A and adding partner B for a different division. Maybe there's a new hire. Whatever the case, it's a change indicator and a big red flashing light telling you to get on it and find out!

You may need to ensure partner B's integration is connected (or built if you don't have one). If the new integration breaks, they might leave you behind with partner A. If you get out in front of it, you not only increase your chances of keeping them, you may be able to upsell them while optimizing for their new stack.

Tactic 4: Get the answers to the test from partners
Identify common accounts with your partners and get your CSM data synced. If you see churn risk indicators, reach out to your partner's CSM. At a minimum, you'll get good intel from them. Better yet, you may be able to run a co-retention play together. Best of all, there could be an upsell opportunity. But none of this happens unless you proactively share data and get the jump on any changes by talking with your partners.

Tactic 5: Reports, dashboards, and alerts
The above tactics are needed in your current workflows. You can't expect CSMs to log into more platforms to check more data. You've got to pull everything into your current environment.

Whether it's Slack messages, emails, reports used in weekly CSM meetings, or a CSM dashboard, integration data and partner data need to be part of overall customer health indicators, and changes should trigger automatic alerts.

The future is Nearbound and you can't afford to retain alone
There is knowledge and trust already living in your ecosystem that is crucial to retaining and winning back customers. Ignore it at your peril. Embrace it and win.
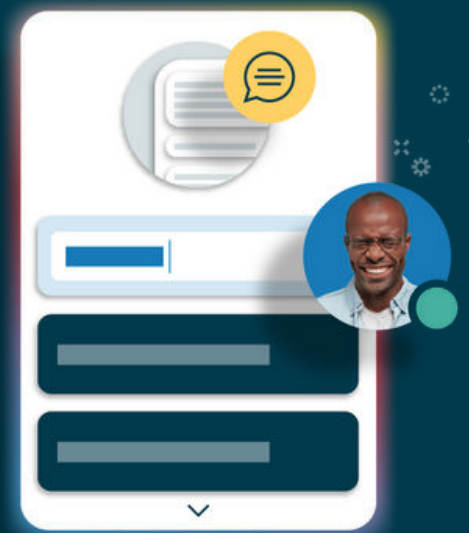
Isaac Morehouse
CMO at Reveal and PartnerHacker

11. Keep things human-centered

The overall customer experience is, of course, a critical aspect when it comes to retaining customers. At Sysarb, we always strive towards strengthening the customers experience by providing them with excellent customer service, offering personalized recommendations, and ensuring our platform and service meet their needs. Being human-centered means that we put the needs and preferences of our clients at the center of everything we do, creating an experience that is tailored to the needs of each individual client.

Technology is constantly evolving, and we are always looking for ways to improve our platform and service. By doing this, we can stay ahead of the competition and provide our clients with the best possible experience. We believe that it is important to be agile and adaptable in order to meet the changing needs of our clients.

Over-communicating with our clients is also important to show that we value their business. We make sure to keep our clients informed about any updates or changes to our platform or service. By doing this, we can keep them coming back for more.

Oscar Meivert
CEO at Sysarb

12. Bring the customer into the product roadmap

Sharing your product roadmap with customers is a great way to enhance B2B sales because it clearly shows them how your solution is developing to meet their needs. It's a great idea to do it with customers that are close to churn and you might need to win over.

This process gives you valuable feedback and insights from these customers, helping them to better understand their needs and preferences, and what might not be quite working for them. Here are some reasons why bringing customers into the product roadmap is good for B2B sales:

- Enhance product development: Get direct feedback on the features and functionality your customers need, helping them to create products that are better suited to their customers' needs. It also helps you see trends in feature requests.
- Increase customer loyalty: Businesses demonstrate that they value their opinions and are committed to meeting their needs.
- Improve sales conversions: When customers feel that their needs and preferences are being taken into account, they are more likely to renew the product. This can lead to increased sales conversions and revenue.
- Differentiate your solution from your competitors: Stand out by showing that you're 100% customer-focused, and committed to providing the best possible product
- Increase customer engagement: Customers will be more engaged and satisfied, leading to positive word-of-mouth referrals and recommendations. This is a great way to contribute to a PNG strategy.
- Create a sense of ownership: When customers feel like they have contributed to the product roadmap, they are more likely to feel a sense of ownership and that they have a say in the product. This can lead to increased usage and adoption rates.

Kitty Chou
VP, Product Strategy & Operations and Chief of Staff at HubSpot

13. Constantly drive value and results for your customers with data

Crises normally lead to an increase in cost-sensitivity on the buyer side and results become even more critical to motivate investments and partnerships. So, what can you do to make your offer more attractive?

You can do this by fostering a data-driven culture that provides customers with evidenced thoughts on how to improve. Always ask yourself: What are the learnings and how can you map up the future road map together with your customers in order for them to achieve success with you? Get creative and come up with new ideas on how you can provide value that truly matters to your customers.

To succeed, it's essential that Sales and Customer Success work closely together with Product and Business Development. By challenging your own core offers you can not only find a good way to meet customers in a downturn, but also to increase your strength for future growth when the market is back on the upside. Be sure to have an excellent understanding of the metrics in your customer journey and be generous towards your customers with your analytical skills.

Beatly, for example, operates in an industry where results are dependent on third parties (the algorithms of Meta and TikTok). That's why we have developed strategies to be able to control those results and be able to guarantee metrics for our customers.

Emma Sjölander
COO at Beatly

14. How PLG can help reduce churn

PLG (Product Led Growth) and Churn are probably two of the biggest 2022 buzzwords in the SaaS world.

Much more than a buzzword, it appears Product-Led Growth is also a great way to reduce churn! Here's how your product teammates can help:

Help the customers create a habit
PLG is all about getting customers to use your solution in a certain way. To do that, they need to get into the habit of using it. I'm going to use Oneflow as an example here.

We're a contract management software. So, the ideal habit for us is to have each of our customers send a contract every day. By doing that, you're not only putting the product in front of the customer from the word 'go', you're also embedding it into their workflows, and their daily work life.

When you do that, it provides more demonstrable value to your customers. It helps show your customers just how pivotal your solution is to their everyday work. If your initial customers within a company are struggling to create a habit, then you can add more users. It could be that that habit is created by someone somewhere else in the company.

Are you wondering, 'how do I help my customers create a habit?'. A great way to do that is through nudges. Sending reminders via email might seem pushy to some customers, so a great way to do it is through in-app nudges - and those have two key functions.
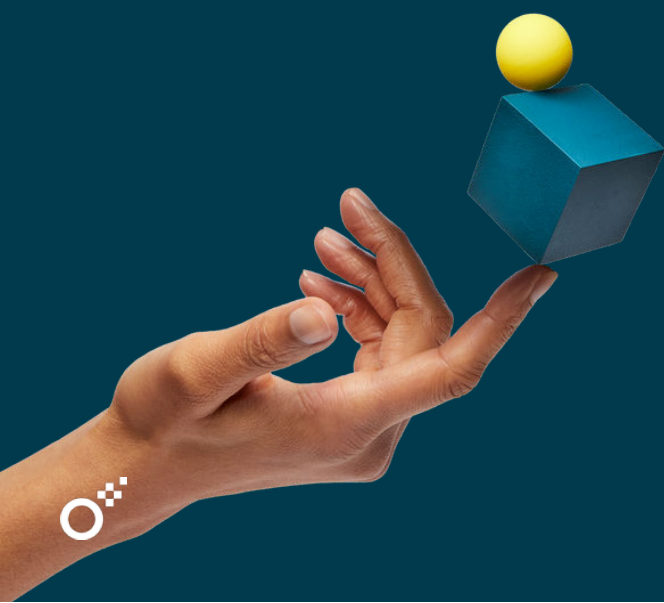
Build nudges into your product

You probably already have introductory nudges set up to guide your new customers through the onboarding process. That's one key use of them. But you can also use them to help retain customers.

It might be that there are features that some of your customers aren't using that will be great for them. Or it could be that they haven't been into the product in a while. But by building in nudges, you can help more people at a customer organization, even those who don't use your product often in their role, can start using it with ease.

PLG helps you sell more accurately

When your product is the main driver, it helps you get essential first-hand data into exactly how customers are interacting with your product, and which features are proving the most popular to which sorts of industries.

You can segment this data by your customer verticals. For example; B2B customers may have a greater need for your customer support platform than B2C customers. This not only helps you know which features to promote to which customers, it also helps your marketing team better target their ads and qualify their leads. I know this ebook is focused on sales, but PLG really does have benefits for the entire company.

Your product alone can lead to hotter leads

Word-of-mouth can be a powerful tool in a PLG strategy to help sales teams sell more. When customers are happy with a product, they are more likely to recommend it to others in their personal and professional networks. This can lead to a chain reaction of new users being attracted to the product, which can help drive growth and increase revenue.

One of the key benefits of word-of-mouth in a PLG strategy is that it can help to establish trust and credibility with potential customers. When people hear positive things about a product from someone they know and trust, they are more likely to view the product as a reliable and effective solution to their needs.

Word-of-mouth can also help to accelerate the sales process. When potential customers are referred to a product by someone they trust, they are already primed to be interested in the product and may be more likely to make a purchase quickly. This can help to reduce the amount of time and effort required by sales teams to close deals, freeing up resources for other important tasks. In short, your sales team will have hotter leads coming in from those who've heard about your product. Better still, you can generate more self-service leads as people demo your product, then move onto the full version.

In addition, word-of-mouth can help sales teams to identify new leads and opportunities. When customers refer others to the product, sales teams can follow up with those leads and work to convert them into paying customers. This can be a more effective and efficient way of generating leads than traditional marketing methods, which can be costly and time-consuming.

At its core, PLG involves creating a product that is so easy and intuitive to use that customers can onboard themselves and become advocates for the product, driving growth through word-of-mouth referrals.
PLG is a great way to boost sales and to win customers over. It all starts within the product.

Just what is PLG?
Essentially, PLG means letting the product work for itself. It allows a user to start using a product without any restrictions right away. It's about giving users access to your incredible solution from day one. Let the product do the talking - then expand.

But it's also about making sure that your product team is firmly in the driving seat. They know the numbers about what's working for customers and what needs improving. This is why PLG is a retention strategy that can help win customers over.

Susann Johansen
PLG Lead at Oneflow

Chapter 4

Winning Over and Back Customers

Winning Over and Back Customers

The Customer Win-Back Shuffle: How to Keep Customers Dancing to Your Tune Before They Skip to Another Beat!

Whether you've lost a customer to a tempting offer from a competitor or simply unavoidable budget cuts, that doesn't need to be the end of the conversation. We've compiled a selection of intuitive strategies to help you flip the switch and have them flocking back to you. What's more, many of these tips will also benefit your general customer acquisition and help you win customers over!

1. Customer winbacks start before a customer leaves

As soon as you hear from a customer looking to leave, your first priority should be gathering feedback and understanding why. What is driving their decision? Are they missing any features or don't see the overall value? Is it financial?

From here, it's imperative that you show the customer that you're listening and are doing what you can to meet their needs. I ask our team to keep a strong focus on what is needed to help them offboard with ease. This truly makes a huge difference because it shows the customer that we still truly care for them.

A client churning shouldn't be the end of the relationship that was built over time. It's key to keep in touch, showing a genuine interest in wanting them to return to provide them with the best experience. Stakeholders and decision-makers will appreciate the human effort put in maintaining the business relationship and take it into consideration in their decision to come back.

As CSMs, we are passionate about supporting and growing our customers. To have a chance to win them back, there are a few key points to stay in touch:

1. Schedule outreach time in your calendar
Check in after 1.5 months and 3 months—how are they doing? A quick call goes a long way. If they've moved onto one of your competitors, then ask what drew them in. Was it a lower cost or a feature that they couldn't find in your solution? If so, has that feature turned out to be as important as they thought?

2. Connect on LinkedIn with the customer and their company
If you see a win/change, reach out and congratulate the customer to stay on their radar.

3. Let them know when new product features land

Create lists of customers that churned because they were missing a feature, that you need to reach out to when it lands. A quick email to say 'hi, how are you, and guess what? Call transcriptions are here' can make a big difference. If the grass wasn't much greener on the competitor's side, if you've played your cards right, there's a great chance to win back the customer.

4. At all times, be authentically you

We are all human and want that human touch. Never send generic emails, and make sure you take the time to address concerns and ways we can do better.

Jasmine Gray
Customer Success Team Manager at Aircall

2. Find out what didn't deliver for the customer

The first step in winning back a churned customer is to reach out to them and acknowledge their concerns. This may involve sending an email or making a phone call to apologize for any misunderstandings or shortcomings, and to explain the steps that you're taking to address the issue. It's important to be genuine and empathetic in this outreach, and to take responsibility for any mistakes or miscommunications that may have contributed to the customer's decision to churn.

During the conversation, you should take the opportunity to listen to the customer's perspective and understand their expectations. This may involve asking questions about the customer's experience and gathering feedback on areas where the business fell short. It's important to approach this conversation by taking the customer's feedback seriously.

Once the customer's concerns have been identified, you should take proactive steps to address them. This may involve offering a solution or a discount, providing additional resources or support, or taking other steps to address the customer's specific needs. It is important to communicate these steps clearly and transparently, and to ensure that they align with the customer's expectations.

In addition to addressing the customer's immediate concerns, you should also take steps to rebuild the relationship and restore trust. This may involve providing regular updates, offering personalized support, etc. Basically, it's important to demonstrate a genuine commitment to the customer's satisfaction.

In my experience, winning back a churned customer who's left due to a perceived lack of value or non-delivery of expectations can be challenging, but it isn't impossible. By reaching out to the customer, acknowledging their concerns, and taking proactive steps to address their needs, you can rebuild the relationship and win back their loyalty. With a thoughtful and strategic approach, you can use this strategy to recover lost customers after this downturn, and drive up their ROI.
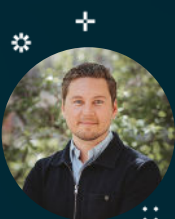
Oscar Meivert
CEO at Sysarb

3. Keep the working relationship going even after the customer has left

A relationship with a customer doesn't have to end if they churn. In fact, nurturing the customer relationship even after they've left can be a great way to turn a negative experience into a positive one.

Here's how to nurture the customer relationship even after the customer has left:

1. Reach out after they've churned
Send a personalized email or make a phone call to check in and ask about their experience. This can help you show the customer that you value their opinion and care about their satisfaction.

2. Take their concerns seriously
Listen carefully to their feedback and show them that you take their concerns seriously. If there's a specific issue that caused the customer to leave, work to address it and find a solution that meets their needs.

3. Offer incentives
Consider offering a discount on their next purchase, or giving greater access for a l lower price. This can show the customer that you value their business and are willing to go the extra mile to win back their loyalty.

4. Keep them informed
Why not send them a newsletter with industry insights or tips on how to use your products or services? This can help keep your brand top of mind and show the customer that you're still invested in their success.

5. Ask for feedback
How about sending them a survey or asking for their feedback on social media? This can help you identify areas where you need to improve, and shows the customer that you're committed to delivering a better experience.

Jeanette Svedjeholm
CSO at Westpay

4. Remember that quality will always win

Back when the 2008 recession hit, I was working with a company that saw huge numbers of customers churn. We lost an awful lot to poorer quality competitors. Yes, they were cheaper, but no they couldn't deliver our level of service.

Poorer quality competitors often see downturns like the one we're in, as a window of opportunity. The only USP they have is their low price, which quality buyers often don't fall for.

However, when times get tough, it's easy to appeal to the buyer's need of saving costs, and convince them to cancel their more premium provider…

And sure enough, once the recession ended, we won most of those customers back! Now used to the competitor's poor quality of service, it was much easier for us to show how much of a better ROI they were achieving with us.

What I'm saying is, you have to be prepared to play the long game. Companies are already seeing the same trends now that we saw back in 2008.

Customers are saving money wherever they can, tightening belts to make their - often reduced-, budgets stretch as far as possible.
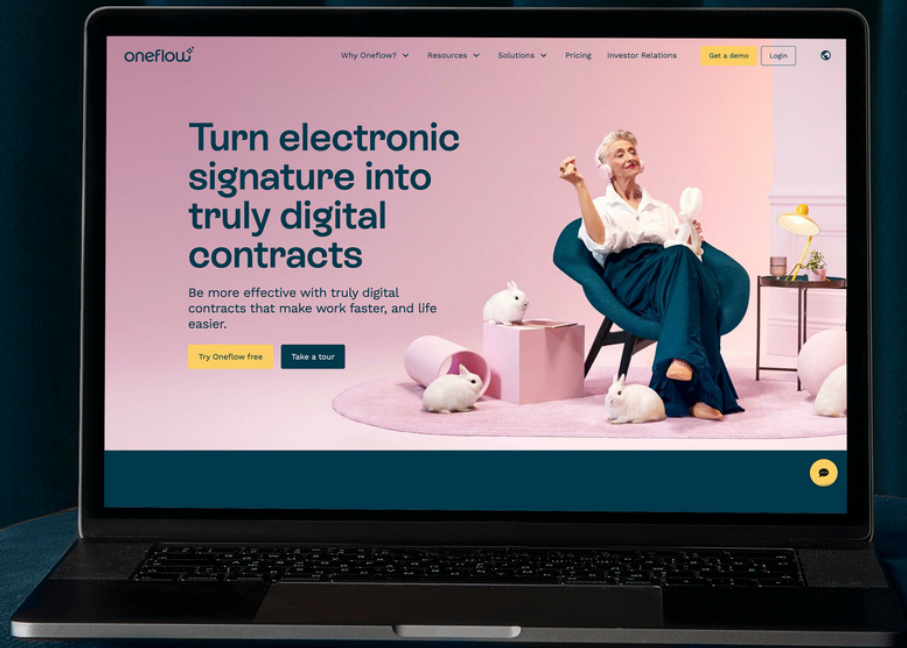
That's why it's so important to keep in contact with churned customers, and keep reminding them of the value that your solution provided during their time with you.

Once we're back in an economic upswing, you'll be in a strong position to win them back. But you need to start preparing now!

Aksel Hagelid
CSO at Oneflow
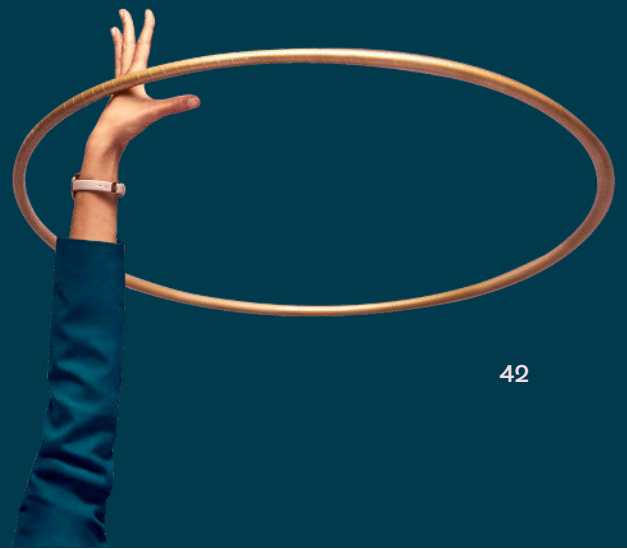
5. Get AI involved

ChatGPT reached 100M active users within 2 months of its launch in late 2022, making it the fastest-growing consumer app of all time. Since its launch, AI has been transformational in many aspects of our work. But one thing that's often overlooked is how it can help you win over customers who have churned. AI can work to enhance their experience.

Recently, HubSpot introduced its new AI-powered tools, Content Assistant and ChatSpot, to help users supercharge their productivity. Back in January 2023, Oneflow launched AI Assist, enabling users to expedite and improve their contract writing with the power of AI. And now you can take that further into your sales process

Here are just a few of the ways you can harness the power of AI to win back churned customers:

- There are so many powerful AI writing tools out there to choose from now; make sure to use this to your advantage. If you're struggling to find the right words or tone to make compelling emails or pitches to win back customers, they're there to give you a helping hand.

- Conversational CRM: Instead of building reports manually every time you need to answer questions such as "show me a monthly summary of churned customers for last year", "list the deals closing this month with stage and forecasted revenue", or "draft a follow-up thank-you email for Mary", simply use AI to accomplish your tasks at a fraction of the time. By speeding up the task completion time, you'll be able to respond more quickly and have more time to spend on churn prevention measures.

- Predictive analytics and monitoring: With the rapid advancement of AI, businesses now have greater capabilities to prevent customers from churning. These tools can effectively prevent potential churn by identifying and monitoring signs of tensions. It can even be used to warn when a customer might churn, giving you the chance to reach out and see what's wrong.

- Combine behavioral analytics with AI-powered content: By closely monitoring software user journeys and activities, companies can utilize AI-powered tools to keep an eye on the customer experience so that they can automatically send out personalized reminders to activate their accounts, logging in after being inactive for some time, reminders about upgrades and renewals, and more.

- Create a customized experience: AI makes personalized experience a default in many of the consumer apps we use daily. This could soon become a key part of winning customers over in the B2B world.

Take Spotify as an example. Spotify is powered by AI to help you find your next perfect song. Recommending a Katy Perry song to someone who's a fan of heavy metal would be a wasted opportunity. B2B softwares can utilize AI to recommend relevant features within their solution that are specifically useful to that user.

Data from McKinsey backs this up. According to a 2021 report from the consulting giant, more than two-thirds of companies willing to shake up their sales models to incorporate the latest technology are seeing their revenue grow twice as fast.

Ling Koay
**Chief Brand Officer at Oneflow**

6. Present – or create the perception of – new solutions that solve issues

When losing a customer to churn, instead of dwelling on the loss, it's important to focus on the opportunities that lie ahead. To win back a churned customer, create a new business case that's tied to their current priorities.

When a customer decides to churn, it's often because their needs and priorities have shifted, or that they no longer see the value your product brings. For example, they may be facing new challenges in their business or industry, or they may be looking for more cost-effective solutions. Whatever the reason, it's important to understand their current priorities and how they impact their decision-making process.

Once you have a better understanding of their current needs, you'll need to create a new business case that is tied to those priorities, so you'll need to reposition your existing product or service to better align with their needs. The key is to show your customers that you understand their current priorities and are willing to adapt to meet their needs.
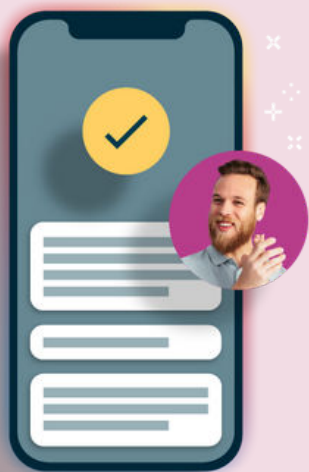
For example, if your customers are looking for more cost-effective solutions, you could offer them a new pricing model that better aligns with their budget. Doing something like this shows your willingness to go above and beyond to help meet their business needs.

In addition to creating a new business case, it's also important to present (or create the perception of) new solutions to solve their problems. This could mean introducing new features, integrations, or services that they may not have been aware of before.

Filip Jonsson
Team Lead Sales at Vainu

7. Create FOMO

It's important to keep in mind that customers are human beings and no one wants to feel like they're missing out. When a customer has churned, remind them of what they'll be missing out on if they don't use your product. Create FOMO. This can be done in collaboration with marketing, with help from your other customers or simply by keeping them in the loop, yourself.

Remind them of the benefits
Remind your customers of the benefits they'll be missing out on if they don't use your product. Let them know about new or updated features that might solve their problems. Help them to understand that their goals are harder to achieve without your product. For instance, if your solution increases productivity and is cost-efficient, remind them that TIME IS MONEY and they're losing out on both by not using your product.

Help them understand why they need your solution
Helping customers understand why they need your solution is key to retaining their business and keeping them happy. If you can demonstrate how your product can make their lives easier, more productive, and more efficient, they'll be more likely to come back to you.

Modern working practices
Ultimately, many organizations out there want to be conductive. Therefore, it is crucial for organizations to adopt modern working practices. If they're not working data-driven, they'll never be number one. To stay competitive in today's business world, they need to keep up with the times. Show them how your product will help them build momentum.

Amelie Sörenby
Head of Sales at Goava

8. Target ads based on churn reasons

This win-back strategy focuses on #smarketing. By the time a customer churns, you will (hopefully) have a good understanding of their businesses, what they liked about your solution and what, for them, it lacked. However, to win them back, you need to take a more proactive approach. And that's where your marketing team comes in.

By leveraging the insights you've gained from your churned customers, your marketing team can create targeted ads that address their specific pain points. Whether it's by problem/solution or by verticals, your ideal customer profile will determine the best approach.

Create lists of customers that have churned for the same reason, and as soon as you have a new feature that addresses their needs (or a great substitute) – let them know! With a well-crafted ad, you can put that information right in front of them.

2021 research by McKinsey, states that more than three-quarters of consumers actually like targeted ads. While this data relates to B2C, the same principle applies to B2B – as you're still marketing towards individuals at the end of the day.

When a customer churns for a particular reason, and you show them that you've addressed that issue, they're much more likely to consider returning to your solution. So, get your marketing team involved and start winning back those churned customers!

Sam Braun
Strategic Account Manager at Oneflow

9. Group churned customers

When a customer churns, you'll want to keep a record of which industry they were working in, their use case, and their key reasons for churning. But without a properly managed system to keep this information in, it's simply noise.

- Define your criteria: What factors will you use to determine which customers are included in each group? Some possible criteria might include the customer's purchase history, the length of time they've been a customer, or the type of product or service they've purchased.
- Use data to identify patterns: Analyze customer behavior data to see if there are any commonalities among customers who've churned. For example, are there certain features or services that tend to lead to higher churn rates? Are there patterns in customer behavior that can help you predict which customers are most likely to churn?
- Conduct surveys and interviews where possible: You can use surveys to ask specific questions about the customer's experience, and to gather quantitative data that can be analyzed to identify pain points. Conducting exit interviews with customers who have recently churned is an effective way to gather feedback and gain insight into why they decided to leave. During these interviews, you should ask open-ended questions that allow the customer to share their experiences and provide honest feedback.
- Group customers into segments: Once you've gathered data and feedback, you can start grouping customers into segments based on their pain points.

Pauline Mura
Senior Partnership Marketing Manager at Livestorm

10. Let your other customers prove your point

Use the power of your other customers to help win back those who have left. Creating a community around your product or service can be incredibly valuable, not only for retaining customers but also for attracting new, and old, ones.

When customers feel like they are part of a community, they are more likely to be loyal to your brand. They feel like they're part of something bigger than just a transaction, and that their opinions and feedback are valued.

In a world where buyers have access to abundant choices, creating a community is more than just offering a product. It's about creating an environment where customers feel valued, connected and part of a tribe. This sense of belonging is a great motivator for customer loyalty and advocacy.

Not only this, when customers feel valued and connected to your brand, they are more likely to recommend your product or service to others. Word of mouth is a powerful tool – when people see a thriving community around your product or service, they are more likely to trust your brand and give it a(nother) try.

So, why not make your customers advocates? Identify your biggest fans, create success stories, ask them to share their positive experiences. When a churned customer sees that their peers are still using and enjoying your product or service, they may want to reconsider.

You don't need to launch an entire community strategy to benefit from this idea, getting a testimonial from one of your churned customer's competitors and via ABM making sure they see it, can be all you need to get yourself back on the agenda. And of course, make sure that they feel welcome to come back. Show them that you appreciate the second chance and make them feel heard.

Nelli Nilsson
Customer Loyalty Manager at Oneflow

11. Help them remember the good times

Nostalgia can be a powerful thing. Reminding a customer of the value they gained from your product and the success they achieved can be a very effective strategy when trying to prevent churn and win back customers.

When a customer is using a tool day-in and day-out they may not necessarily be able to see the wood for the trees and determine the tangible value your product has brought to them. So, make sure to remind them!

A fantastic way to execute this is by sending a yearly summary of a customer's achievements. Show them the hard data and facts of how your product has benefited them. If you can automate this reminder as well, while making it feel customized and personal, you're on to a winner.

Think of the Spotify Wrapped model as a good example to emulate. People love to be presented with summaries of their activities and results, especially if you can display it to them in a creative way.

It may often be the case that customers have difficulty reporting the value of your product to stakeholders and senior management. In which case, it's important to reach out to them and help them to prove the business case going forward. If you can assist them in calculating the actual ROI that your product has helped their business achieve, the conversation around renewal should be a lot more straightforward.

Similarly, if a customer has already churned, don't be afraid to get back in contact with them and capitalize on their nostalgia. If they're looking for new suppliers or have been disappointed with the service from a competitor – a timely reminder of the success they achieved with your service could be a welcome sign for them to return to you.

Finbar O'Grady
Principal Manager, EMEA Customer Success at HubSpot

Outro

Working in sales is fun.
Working in sales is hard.
I think most people in sales agree on both these statements. Needless to say, whether it's fun or hard depends on the results. Nothing beats the feeling of crushing your budgets, the very feeling that makes us stay in this profession year after year after year. This goes for individual contributors, as well as for Team Leads, Managers and Executives.

When the macro situation presents us with challenges like the ones we are faced with now, the word "fun" might not be the first to come to mind. I think we can all agree that times like these are hard. Fighting to achieve budgets, struggling to keep the team motivated - and celebrating all time highs seem like a distant memory.

But in my experience, times like these are when we grow. The numbers? Not so much. But we, as sales professionals, we sure do. We need to step up our game, turn every stone and in general do much more - with less.

Reading an ebook or attending an event won't fix this. It's the hard work we put in every single day that decides if we exit the downturn struggling or thriving. But we all need some inspiration, and hopefully this ebook has provided you with some tips that you can start implementing today.

Oh, one more thing: The beauty of all of this is that the extra efforts we put in during a downturn, all the learnings and improvements we make, are the ones that will take us to the next level when times are back to normal. When things are fun again.

Aksel Hagelid
CSO at Oneflow

About Oneflow

Oneflow develops, sells, and implements digital contract management and automation systems. Oneflow believes that contract processing today, both in Europe and globally, is characterized by manual and paper or file-based contract management, resulting in a high degree of time and resource-intensive administrative work and high exposure to human errors.

With Oneflow, companies can handle all types of contracts before, during, and after signing digitally within one single platform, automating and streamlining the entire contract management process from start to finish.

Try Oneflow for free

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