



## CLIENTS FOR LIFE

POWERED BY RALI'S CHANGE EXPERIENCE PLATFORM

[tenacity.com](https://tenacity.com) | [information@tenacity.com](mailto:information@tenacity.com)

# Prevent client churn. Save your revenue.

Ensure hard-won clients stay for life with clear systems any team can implement with ease.



### Is your organization stuck in outdated thinking and processes that allow great customers to slip away?

The old way of growing revenue and profitability was to sell, sell, sell. Sell more. Get new customers in the front door.

But then companies realized that if the back door was open and good customers were leaving, all that selling wasn't producing the growth they needed.

So now leading companies are shifting their focus to customer retention to close the back door and preserve revenue they already have. They are investing in new ways to reduce churn.

**If you are interested in growing your revenue, you need to reduce churn.**

### Maximize your revenue by minimizing client churn.

Your sales team is hustling to bring in new business. Your Account Management team should be equipped to keep those clients happy and loyal for life.

*Clients for Life*, powered by Rali, creates organizations that

- ✓ Proactively assess customers' health and satisfaction.
- ✓ Understand customers' expectations and how to meet them.
- ✓ Detect signs of customer discontentment and quickly remedy any issues.
- ✓ Implement systems to keep customers for life.

## Keep your best customers - for life.



Increase upsells and cross-sells.



Reduce revenue growth pressure.



Improve margins.



There is a *better* way to achieve scalable, measurable, and lasting performance improvement for your organization.

*LMS systems have a poor track record of creating personal change at scale that strengthens organizational culture long term.*

**Now your teams can participate in the culture-changing *Clients for Life* experience in a whole new way that is proven to drive lasting change.**

*Clients for Life* is now available as a Journey on Rali's Change Experience Platform (CxP) - a new interactive, collaborative environment delivering the best in organizational change practices from world class experts.

- ✓ Embed engaging "Learn | Do | Inspire" learning tools into daily routine over time for internalized, sustained personal and organizational change.
- ✓ Collaborate to create a common language and ingrain change into the culture.
- ✓ Gather analytics measuring employee sentiment, engagement, and team progress.

The *Clients for Life* Journey, powered by Rali, guides individuals through an integrated process of self-discovery assessments, team discussions, and shared experiences based on Rali's Learn | Do | Inspire methodology, which is proven to drive lasting behavioral change.

**Experience *Clients for Life* on the Rali platform.**



### Learn

- ✓ 3 steps of the client retention process
- ✓ How your client retention process stacks up
- ✓ How to execute a proven client retention strategy throughout your organization



### Do

- ✓ Create a team development plan
- ✓ Build a client map
- ✓ Evaluate your web of influence
- ✓ Develop a plan to turn customers into partners
- ✓ Complete full assessment for one key customer



### Inspire

- ✓ Share your new client retention mindset
- ✓ Engage your team to change culture