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Commercial Excellence

Renewal, Expansion & Upsell Motion Excellence Playbook

Treating renewal and expansion as a distinct sales motion, not an afterthought once the initial deal closes

- Practitioner
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- Administrator
- 20 April 2022
- 3 minute(s)

Overview

A framework for renewal, expansion, and upsell motion excellence — building dedicated process, ownership, and skill development for post-sale revenue growth, avoiding the common failure mode of treating renewal and expansion as an administrative afterthought rather than a genuine, distinct sales motion deserving its own deliberate excellence.

Isn't renewal and expansion primarily a customer success

responsibility rather than a genuine sales motion? Customer success often plays a role, but renewal and expansion involves genuine sales skill — identifying expansion opportunity, articulating additional value, negotiating terms — that deserves the same deliberate process

and skill development as new business sales, not treatment as a passive administrative outcome of customer success activity.

What's the most common gap in organizations' renewal and

expansion motion? Lack of dedicated process and skill development specifically for expansion selling, with renewal and expansion often falling to whichever team happens to own the account without deliberate preparation for the distinct skills this motion requires.

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