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A Playbook for Customer Success-driven Growth. Remember, Customer Success-driven Growth is growth – upsells, cross-sells, customer advocacy, viral expansion, etc. – that occurs as part of the customer ' s evolution and success. As customers succeed and evolve, their relationship with you should evolve and grow as well.

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Contents of an Awesome Customer Success Playbook

The Goal-Directed Sales Coaching Playbook. The value of improved sales coaching is clear. The question is how to make it happen. Research shows that a goal-directed approach will have a significant impact on goal achievement. Here's a playbook for using the goal-directed method to improve data-driven sales coaching for your team.

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