# Sell on Value. Renew on Proof.™

Even the best B2B vendors struggle to gain new customers and retain existing ones. Not because their products aren't valuable, but because their impact is difficult to measure and communicate back to customers. Why? The problem is three-fold:

Sales teams fail to focus on their prospects' desired outcomes and instead concentrate on features and functionality. Companies don't buy features. They buy solutions to their problems.

When a deal closes, target outcomes are rarely handed off to the implementation and success teams in a way that ensures everyone is aligned around what the customer expects and needs.

Once the product is deployed, there isn't a way to measure whether these outcomes were achieved or report how value is being delivered against the customer's definition of success.

The result is ambiguity and doubt. And wherever there's doubt, deals stall and customers churn. This is the classic disconnect between suppliers and buyers that MetaCX addresses with a new outcomes-based approach for managing the entire customer lifecycle.

MetaCX creates a tight linkage between the outcomes you promise in the sales cycle. The ones you achieve through implementation and usage. And the outcomes you can prove at renewal time.

## Improve Win Rates

MetaCX is a powerful way to co-create target outcomes with your prospects in a way that builds trust, transparency, and confidence and helps improve win rates by 20% or more.

## Accelerate Deal Velocity

Deals stall when sellers fail to position value. Without a consistent way to document and confirm these things with a buyer, the timing of a deal is little more than a guess.

MetaCX helps sales teams document a shared understanding of target outcomes with buyers and align around a mutual action plan as the structured path for getting a deal done.
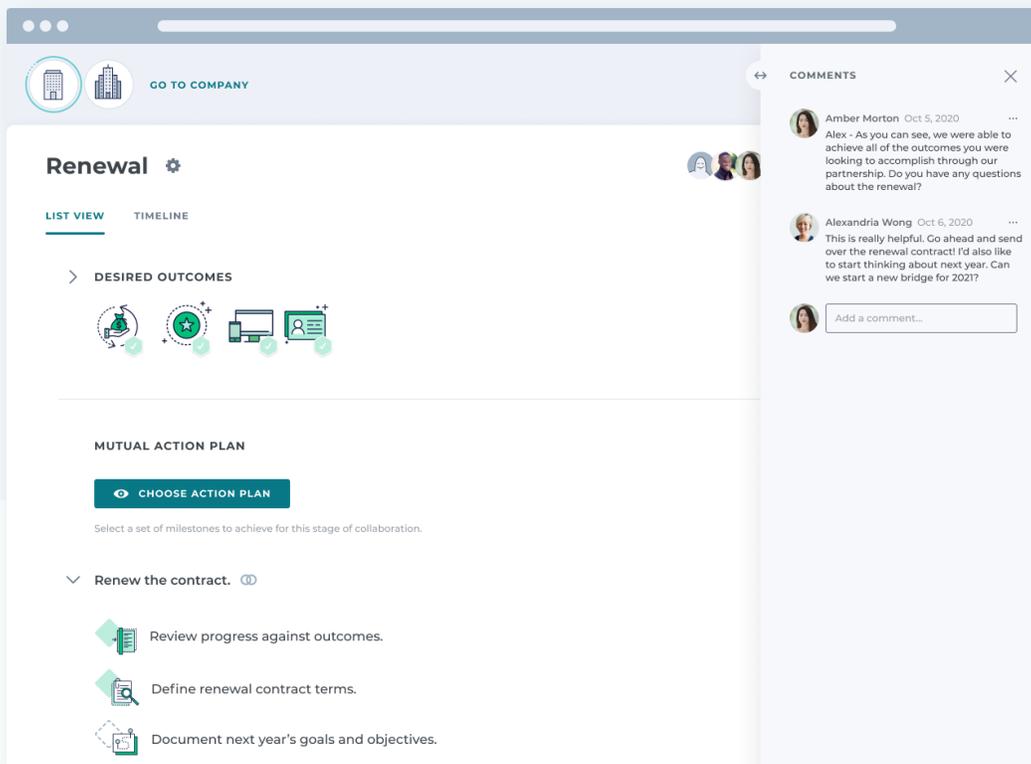
## Increase ACV

Selling on outcomes can lift your average contract value by 30% or more because it allows you to establish a stronger and more compelling business case for your offering.

MetaCX helps sales teams co-create a clear and compelling business case with prospects in a way that demonstrates professionalism, engenders trust, and consistently commands and protects a higher price point.

## Reduce Churn

MetaCX shines light on outcome achievement and value realization to help customer success teams easily renew contracts. By sharing measurable proof of value with customers, you're able to improve gross retention rates by 30% of more.



## Increase Expansion

MetaCX demonstrates proof of value, which arms your customer success, install base sellers and account management teams with the proof they need to unlock the expansion motion. This proof of value can help lift expansion by 20% or more.

MetaCX helps B2B vendors change the game by improving how they manage the entire customer lifecycle. Of course, you have to offer competitive products and services, too. But, chances are, your competitors offer something very similar—or at least say they do. How you manage the customer lifecycle and prove impact on outcomes is what makes the difference.