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**Session #4**  
**Creating Customers for Life**  
*The Secrets for effective QBR's*  
*Quality Business Reviews*

Presented By:

James Kernan  
Kernan Consulting, Inc.  
[www.KernanConsulting.com](http://www.KernanConsulting.com)

“

Get closer than ever to your customers. So close, in fact that you can tell them what they need well before they realize it themselves.”

”

*by Steve Jobs*

*The low hanging fruit in everyone's pipeline is with their existing customers!*

-James Kernan-

## How do you create customers for life?

- Like you
- Trust you
- Know what you do
- Professional relationship – get to know them
- Have a business conversation not technology conversation

## Engaging Customers in a QBR

Quarterly business reviews give you an opportunity to strengthen your relationships with your clients as well as demonstrate the value that you *are* providing and *will* provide to them in the future. If they are not engaged in the process or even interested in having this review with you, however, that could mean that they are not engaged with your product or service – which could eventually lead to churn.

It's important to segment customers to deliver more personalized experiences and offers to keep them engaged on a day-to-day basis. A QBR, however, is a chance for you to sit down with your customers and have an elevated discussion about their current and future needs and the value that you can provide them.

To get your clients engaged in the QBR process, try these tips:

### **1. Create a detailed agenda**

- i. and distribute it to all parties involved well in advance. (Both email invite and hard copy to begin the meeting) This will give your customers a chance to understand what will be discussed and prepare a list of questions, concerns or other topics for discussion before the meeting so they are able to get the most value from it possible.

### **2. Use data to tell a story**

- i. Remind the customer why they purchased your product or service and use data to show them how you have fulfilled those needs over the past quarter.

### **3. Be transparent**

- i. A QBR is designed to build trust and strengthen relationships, so be honest about both your successes and your failures. Tell them where you've missed the mark and what you're going to do to make it up and do better in the future. This will show your customer that you're on their team and you're willing to put in the work to help them reach their goals.

## **Creating a Customer Success Plan**

During the QBR, you will identify the achievements you've made over the past quarter, the challenges your customer is facing, their goals for the future and the opportunities that lie ahead. Then, you'll create a roadmap for the next 90 days. At the end of your QBR, your customer should walk away with a success plan that includes:

1. A very clear list of the goals and KPIs for the next quarter.

2. Defined strategies for how you will overcome any roadblocks or solve any issues that would prevent these goals from being achieved.
3. Any new opportunities or other products or services you discussed and how those will provide additional value to their business.

## **Pulling the Right Data**

Bottom line: If you don't have data to show your customers, don't even bother having a QBR. Your words mean nothing if you don't have the numbers to back them up, so you need to be able to gather, analyze and display data effectively. But not just any data; you need to show the *right* data. Here are three tips for pulling relevant data for your QBR:

### **1. Demonstrate ROI**

Showcase the numbers and data that demonstrate what value you have provided to your customers over the past quarter.

### **2. Use benchmarking data**

Clients love to know how well they are doing in comparison to similar companies or competitors as well as themselves quarter-over-quarter, so pull any correlating metrics and numbers to demonstrate that for them. It's helpful to build a dashboard to make sure you are looking at the same data each quarter. This will not only help ensure you are comparing apples to apples, but will also help you identify trends, check-in on real-time performance to troubleshoot any issues, and save time pulling the data each quarter. Plus, you can share the dashboard with the customer to create transparency and build trust. This also provides an opportunity to shine a light on areas that customers are underutilizing and could be getting more value from. If there is a certain feature or service that you provide that has high value but low adoption, bring it up for discussion as they may not be aware of how best to utilize it.

### **3. Communicate their customer health score**

A customer health score takes multiple dimensions of customer data metrics and classifies them into a single representation of green, yellow or red. Essentially, this shows how much value you are providing to your customer and how much value they are providing back to your company. An open and honest discussion around your customer's

overall health is a great way to show how you are providing value as well as to discuss expansion opportunities for other products or services you can provide to increase that value.

## **QBR Best Practices**

A quarterly business review can be an excellent tool for building rapport, strengthening relationships and ensuring renewals. Here are a few very simple best practices to follow to help make sure your next QBR is successful and engaging.

### **1. Be prepared**

Use the QBR checklist to create your process and agenda. Be ready and prepared to review all high level and important topics. Your customers will appreciate you being prepared

### **2. Invite the right people**

Make sure you have executive representation from both your company and your client's. **Have a BUSINESS CONVERSATION not a technology conversation. Use the BUDGET to help them understand.**

### **3. Have the meeting face-to-face**

Whether it's a video call or an in-person event, you need to be able to see your client and share visual data representations. A phone call will not do.

### **4. Keep it short and sweet**

A QBR does not need to run longer than one hour.

### **5. Be honest and open to feedback**

Both negative and positive. Remember, this is a two-way conversation, so don't get defensive and take any criticisms as an opportunity to improve.

### **6. Encourage collaboration**

People don't want to just be presented to; they want an engaging conversation. It's important to make time for questions and remind your clients that this is a two-way discussion.

**7. Schedule the next call**

It's important to schedule your next call to review the progress outlined in your customer success plan.

**8. What if the customer says “NO” to your recommendations?**

**Quarterly Business Review Checklist**

**Client Name**

**Date:**

<b>Item</b>	<b>Initials</b>	<b>Date</b>
Technology Plan Review <input type="checkbox"/> Review the plan before your appointment <input type="checkbox"/> Review BUDGET		
<input type="checkbox"/> Confirm date/time of your meeting with client contact		
Security Reports (Complete 2 weeks prior to meeting) <input type="checkbox"/> Run phishing scam test <input type="checkbox"/> Run darkweb scan test <input type="checkbox"/> Complete Security Assessment <input type="checkbox"/> Complete Ransomware Protections Checklist		
Review Previous quarter agreement usage <input type="checkbox"/> # of users in agreement _____ vs. Actual _____ <input type="checkbox"/> Ave # of tickets / month <input type="checkbox"/> # of missed SLA: _____ <input type="checkbox"/> Confirm billed backup storage amount vs. Actual		
Review A / R <input type="checkbox"/> Print statement (if needed) <input type="checkbox"/> Print all pending invoices (if needed)		
Prepare QBR folder <input type="checkbox"/> Print Agenda <input type="checkbox"/> Print new Inventory Report <input type="checkbox"/> Print Warranty Renewal Report <input type="checkbox"/> Print Executive report (if first meeting) <input type="checkbox"/> Print latest agreement invoice		

**Quarterly Business Review Checklist**

Review Services being used <input type="checkbox"/> Basic Plan - Remote Monitoring <input type="checkbox"/> Basic Plus Plan – Monitoring and Remote Support <input type="checkbox"/> Gold Plan – All-In Support <input type="checkbox"/> Basic Backup and Recovery Plan <input type="checkbox"/> Gold Backup and Recovery Plan <input type="checkbox"/> Office 365 <input type="checkbox"/> VoIP Services <input type="checkbox"/> Email Encryption / Advance Protection <input type="checkbox"/> Security Monitoring <input type="checkbox"/> Assessments		
<input type="checkbox"/> Review Previous quarter projects		
Review strongly recommended updates / upgrades / projects <input type="checkbox"/> Confirm servers have active warranty /exp date _____ <input type="checkbox"/> Confirm firewalls have active warranty / exp date _____ <input type="checkbox"/> Confirm BDR has active warranty / exp date _____ <input type="checkbox"/> Training <input type="checkbox"/> Any other recommendations _____ <input type="checkbox"/> Denial of Services (required if recommendations are refused) <input type="checkbox"/> Update BUDGET		
<input type="checkbox"/> Referral Request		
<input type="checkbox"/> Update Runbook and Network Documentation		
<input type="checkbox"/> Confirm next meeting with client contact		

Notes:

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## The Services Matrix:

	SERVICES MATRIX				
	Customer 1	Customer 2	Customer 3	Customer 4	Customer 5
Service 1	x	x	x	x	x
Service 2		x	x		x
Service 3	x	x		x	x
Service 4	x	x		x	x
Service 5	x			x	x
Service 6	x		x		
Service 7	x		x		
Service 8	x		x		
Service 9					
Service 10					

Notes:

## **Homework:**

- Define your QBR Process
- Create your QBR Agenda
- Review Denial of Services Letter
- Identify tools you need to make these meetings easy
- Create and review the Services Matrix and review top 10 customers