



CUSTOMER SUCCESS CHALLENGES

Customers are not adopting sticky product features

Upsell opportunities are not being created

Cross-sell opportunities are not being created

Customers are not renewing

S.C.A.N. FOR PAIN

S

SOCIAL PROOF

Demonstrate you have worked with other people like the prospect

C

C.A.U.S.E. EMOTION

Cause an emotional reaction using words like:

Concerned
Anxious
Upset
Struggling
Exhausted

A

ASSIGN THE PAIN

Assign the pain statement that is unique to the persona

N

NEUTRALIZE THE RESPONSE

Ask a disqualifying question

Example Framework

We are working with [**social proof**] who are [**C.A.U.S.E.**] with [**assigned pain**].
[Neutralize the response]?

S.C.A.N. can be used when starting or during customer conversations

Example - Starting a Conversation

A lot of marketing manager on our individual plan tell us they're struggling to share data insights and reporting with the rest of the team.

This isn't happening at YourCompany, is it?

Example - During a Conversation

Buyer Can you tell me about your API integration capabilities?

Seller Usually when a sales leader brings up APIs, it's because they're concerned that they can't see all of their data in one place and are struggling to make real-time decisions.

That's not the case here, is it?

