

Elevating Clients to Fierce Advocates:
The Power of Post-Sale Mastery



Wilson Learning



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Organizational Priorities

A study by Brandon Hall found the top two executive priorities are:

#1 Improving Customer Experience

82%

#2 Improving Sales Effectiveness

76%



© Wilson Learning Worldwide Inc. Essential Selling Competencies: The Buyer's Side Perspective [Brandon Hall Group]

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The Value of Post-Sales Support

50% of B-to-B customers switched vendors rather than complain.

96% of customers are willing to switch to another provider.

70% of existing customers buy additional products/services.



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Purpose

Process

Payoff

- Create winning strategies to support customer satisfaction and win new business.
- The value of supporting customers after the sale
- 5 keys to supporting customers
- Supporting current customers enhances your brand image and is the final step toward increasing your sales.

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The Challenge of Supporting

“What is the major barrier to providing Support?”

Support = Time Not Selling



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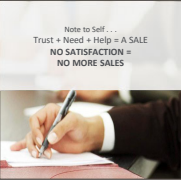
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Selling to Value: Supporting

Note to Self . . .
Trust + Need + Help = A SALE
NO SATISFACTION =
NO MORE SALES



SUPPORTING

RELATING

DISCOVERING

ADVOCATING

No Satisfaction

No Trust

No Need

No Help

Problem Solving Attitude

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Supporting

The acts of ensuring the customer is satisfied with the solution and enlisting them as an ally in championing your solutions.

Answering the question, “Now that I’ve made the decision to buy, will I be satisfied?”



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Customers don’t compare you to your competitor—they compare you to the best support they have ever had.



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5 Keys for Post-Sale Mastery

Assure Satisfaction

Validate Trusted Advisor Role

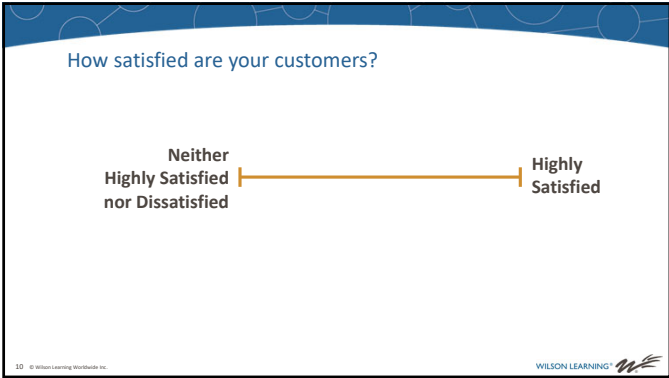
Gain a Champion

Expand Your Reach

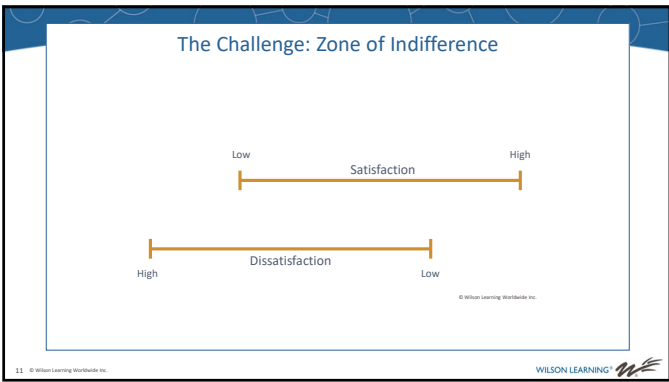
Leverage Corporate Customer Engagement

Make sure everything goes right.
Secure an expression of satisfaction.

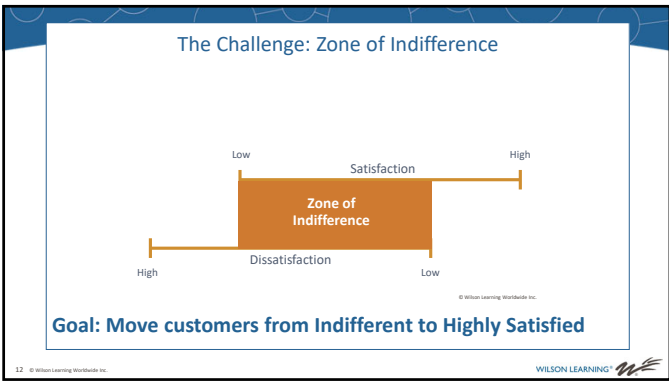
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Sales Professional Tips: Ensuring Customer Satisfaction

- ❑ Avoid lack of communication; keep in contact.
- ❑ Provide updates on success and impact.
- ❑ Send short online polls to gauge customer perceptions.
- ❑ Use AI to help you write succinct emails/notes
- ❑ Introduce the customer to your company's support team.
- ❑ Coordinate the customer experience.
- ❑ Deal with any expressions of dissatisfaction quickly.

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5 Keys for Post-Sale Mastery

Assure Satisfaction

Validate Trusted Advisor Role

Gain a Champion

Expand Your Reach

Leverage Corporate Customer Engagement

The status of Trusted Advisor is earned, not given.
The key is to deepen your Credibility.

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Becoming a Trusted Advisor

Frequency

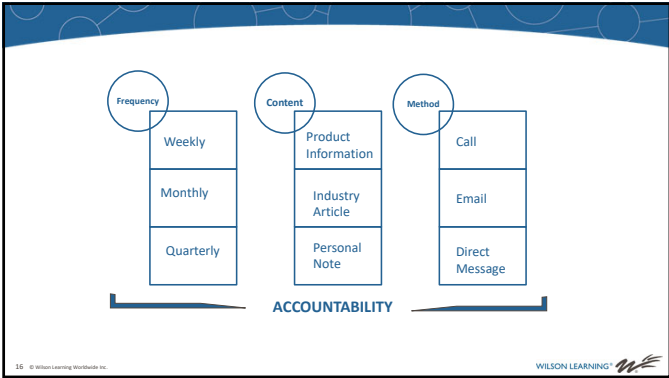
Content

Method

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Sales Professional Tips: Becoming a Trusted Advisor

- Personalize your messaging.
- Decide how frequently you need to check in and set up a system alert to do so (e.g., Sale CRM or email calendar).
- Identify follow-up content that the customer will value.
- Ask your customer what contact method they prefer for following up.
- Vary your contact method with each follow-up.

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Sales Professional Tips: Gaining a Champion

- Track evidence of success for your client.
- Co-create a success story to communicate results.
- Help your partner share the success story within their organization.
- Create opportunities for joint visibility within their industry.
- Be specific about their Call to Action.

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Referral Strategy

When

What

How

- After implementation
- After an expression of satisfaction

- Name or introduction to a prospect
- Permission to use their name
- Asking if they know "X" at another company/division
- Connection on social media

- Fact-to-Face
- Phone
- Email, text

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Sales Professional Tips: Expanding your Reach

- Acknowledge/recognize their help
- Match their role to their communication/social style
- Remember, "People hate to ask for help, but love giving help."
- Be direct and specific
- Know your company's referral system
- Become a digital influencer

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5 Keys for Post-Sale Mastery

Assure Satisfaction

Validate Trusted Advisor Role

Gain a Champion

Expand Your Reach

Leverage Corporate Customer Engagement

Understand all of the ways your company connects with the customer, and use this to advance your future sales.

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Summary

What happens post-sale impacts your success as much as any other phase of the sales process.

Improve the customer's buying experience and your sales performance by doing the following:

- Assuring Satisfaction
- Becoming a Trusted Advisor
- Gaining a Champion
- Expanding Your Reach
- Leveraging Customer Engagement systems



Leverage Corporate Customer Engagement

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