

Renewal Gaps That Cost Teams the Most

The hidden blockers that derail renewals long before the renewal date arrives.

**THE
SUCCESS**
Studio

Guiding your Customer Success career forward.

The Truth

**Most renewals fail long before the
renewal date.**

Not because of price...

But because the process was reactive,
unclear and too late.

Gap 1

Renewals start too late

- Teams often engage *after* the renewal date is already in sight.
- Customers feel rushed, internal teams scramble and there is no clear health narrative or confidence in value delivered.
- A renewal-ready process should start **6-9 months** before the contract ends.

Gap 2

Nobody truly owns the renewal

Too many teams assume “CS will handle it”

In reality, renewal readiness is cross-functional.
Marketing, CS, Sales, Product and Leadership all play a role in
shaping the narrative.

The confusion *kills* renewals.

Gap 3

Teams avoid the most important question

“As things stand today, would you renew?”

This one question uncovers risk months ahead and gives you time to course-correct.

Early truth prevents late surprises.

Gap 4

The value story isn't strong enough

Usage isn't enough. Login stats don't justify budget.

Customers want *proof of business impact.*

EFFICIENCY

*COST
SAVINGS*

*RISK
REDUCTION*

*COMPETITIVE
ADVANTAGE*

*TIME
SAVINGS*

PRODUCTIVITY

Gap 5

No consistent commercial rhythm

Commercial conversations happen too late or feel uncomfortable.

Teams can struggle with:

EXPLAINING INCREASES

ANCHORING PRICING

NEGOTIATION READINESS

COMPETITIVE POSITIONING

STAKEHOLDER ALIGNMENT

Gap 6

Thought leadership is missing

Customers renew with vendors who make them smarter.

Most teams only talk about their product; not the customer's future, industry shifts, or best practices.

Gap 7

Internal alignment is weak

Leadership hears about renewal risk when it is too late. CS, Sales and Product aren't aligned on:

RENEWAL TIMELINES

ESCALATION PATHS

SUCCESS CRITERIA

EXPECTATIONS

Gap 8

No renewal playbook

Teams reinvent the wheel every time.

Without a clear, repeatable, data-led renewal framework, success depends on the individual CSM's style instead of operational excellence.

INTRODUCING THE RENEWAL READINESS PROGRAM

**A structured, high-impact program designed to
close the renewal gaps identified.**

Instead of ad-hoc fixes or last-minute fire-fighting, your team receives a clear, repeatable renewal system that strengthens commercial confidence and alignment.

What the program includes:

1. Renewal Assessment

A diagnostic review of your current renewal approach:

HEALTH SIGNALS

VALUE NARRATIVE

RISK INDICATORS

STAKEHOLDER ROLES

CURRENT GAPS

2. Renewal Readiness Session

A focused activation session where we build your renewal approach into something proactive, data-led and commercially confident.

What the program includes:

3. Renewal Playbook

A practical ready to use system that defines:

YOUR RENEWAL
NARRATIVE

IDEAL CUSTOMER
TOUCHPOINTS

VALUE AND IMPACT
MESSAGING

COMMERCIAL PREPARATION
STEPS

RESPONSIBILITIES ACROSS
TEAMS

ESCALATION AND RISK
PROCESSES

EARLY WARNING HEALTH
FRAMEWORK

4. 30 Day Follow-Up

A support session to ensure the renewal system is being adopted, embedded and driving results.



The Outcome

Your team will:

CLOSE THE RENEWAL GAPS WITH CONFIDENCE

REDUCE SURPRISES BY IDENTIFYING RISKS EARLIER

STRENGTHEN COMMERCIAL CONVERSATIONS

DELIVER A CONSISTENT RENEWAL EXPERIENCE

OPERATE WITH SHARED CLARITY AND ALIGNMENT



Designed for teams who want practical, fast and repeatable improvement.

Thank you!

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