

Provan Success

CS LEADERSHIP

Academy

Learn to Build a Revenue-Generating
Customer Success Department



WELCOME



With 15+ years in Customer Success Leadership growing seed stage startups to acquisition, and working with Fortune 500 companies to create and scale their CS programs, I learned how to consistently build CS departments that **slash churn, increase NRR, and scale fast** while maintaining high employee engagement and retention.

During my time as a CS Leader, I noticed that -- unless they were very lucky -- **most CS Leaders had no training at all for their role**. They were frustrated, burning out, and failing to make any real progress.

Because being a CS Leader is a COMPLETELY different job than being a CSM!

So I created a program to **help CS Leaders level-up their skills - FAST**. So they could become the strategic leaders their companies needed them to be.

Rachel

Why Invest in CS Leadership Now?

FINANCIAL PERFORMANCE:

70%

of organizations with leadership development programs reported improved financial performance

- Center for Creative Leadership

OUTPERFORM COMPETITORS

2.4X

Organizations are more likely to outperform their peers when they invest in leadership development

- McKinsey & Company

EMPLOYEE PERFORMANCE:

24%

increase from organizations that invest in leadership development programs

- American Society for Training and Development

Why Invest in CS Leadership Now?

Customer Success has become a **core driver of retention, expansion, and profitability**—yet most CS leaders are expected to figure it out as they go.

That delay in development costs companies time, customers, and revenue.

The CS Leadership Academy dramatically shortens the learning curve. In 12 weeks, your CS leader will go from reactive execution to strategic ownership - equipped with the frameworks, tools, and coaching to scale CS as a revenue-driving growth engine.



"We've beaten our churn target for five straight quarters now, and our NRR is improving consistently."

**PHOEBE VOLLERS,
DIRECTOR OF CUSTOMER SUCCESS**

WHAT THEY'LL LEARN AND APPLY

immediately

CS Strategy

- SEGMENTATION
- JOURNEY MAPPING
- CS SOFTWARE
- PLAYBOOKS
- CUSTOMER HEALTH
- TIERED ENGAGEMENT MODELS
- GROWTH STRATEGIES

Leadership

- CREATING HIGH-PERFORMING TEAMS
 - CAPACITY PLANNING
 - COMPENSATION STRUCTURES
 - TEAM METRICS (KPIs)
- PERFORMANCE MANAGEMENT
- CAREER PROGRESSION PLANS
- EXECUTIVE PRESENCE

CS in the Real World

- TYING CS TO REVENUE
- DIGITAL CUSTOMER SUCCESS/AUTOMATION
- TIME MANAGEMENT AND PRIORITIZATION
 - UPSELLS/CROSS-SELLS AND CSQLS
- CROSS-FUNCTIONAL COLLABORATION
 - GETTING BUY-IN FROM C-SUITE
- STRATEGIC THINKING

WHAT'S *included*

There are five training modules which I will pace you through to learn actionable CS Strategies, how to drive revenue, and lead strong teams.,

1. STRATEGY - Identify your CS Program Maturity and the step-by-step instructions of how to **build and scale your CS department into a predictive growth engine** - from wherever you are today.

2. TIME MANAGEMENT - As a leader, it's no longer about trying to do everything yourself, it's about **prioritizing the right things** and owning your time to make **measurable progress every day on the metrics that matter.**

3. TEAM LEADERSHIP - create **high-performing teams** that go above and beyond for your company.

4. CROSS-FUNCTIONAL COLLABORATION - Create mutually beneficial programs with Sales, Marketing, Product and Support, and **become a business driver for the entire company.**

5. MINDSET - **Beat imposter syndrome, master executive presence, and develop a growth mindset** using psychologically backed principals and exercises.

COACHING *plan*

01

week one

Time management - time blocking, CS productivity system, Quarterly Planning

02

session two

Prioritization - How to focus on the RIGHT things so you make measurable progress and prevent burnout

03

session three

The Four Phases of a CS Department - Phase 1
- The Reactive Phase

04

session four

Phase 2 - The Informed Phase

05

session five

Phase 3 - The Proactive Phase

06

session six

Phase 4 - The Prescriptive Phase

07

session seven

The Numbers -Driving Revenue KPIs, Capacity Planning and Comp Plans

08

session eight

Team Leadership, Career Pathing, and Employee Development and Delegation

09

session nine

Team Leadership - Weekly team meetings and 1:1s and coaching

10

session ten

Performance Management, PIPs,

11

session eleven

Cross-Functional Collaboration - Make CS benefit every department.

12

session twelve

Mindset - Imposter Syndrome, Executive Presence, Cognitive Distortions

“This program was like an MBA for Customer Success!”

RACHEL ASKIN DIRECTOR OF CUSTOMER SUCCESS





Client Reviews



By the end of the program, my Sr VP even said *"I will pay for it. Because it's been that much of a benefit to the whole organization."* And **they want me to present at board meetings now.**

WALTER DARROUGH, DIRECTOR OF CUSTOMER SUCCESS



Everybody in the group was willing to share what they had done. It was good to **get perspective outside of my company to see what's working.** The materials have been great, I use everything!

KERRY SELL - MANAGER, CUSTOMER EXPERIENCE



"I'd taken other CS Leadership courses before but they were mostly theory. Then I joined The CS Leadership Academy and **with every single lesson, I've been able to take something and implement it right away.**

TRACIE ZAMISKA, HEAD OF CUSTOMER SUCCESS

pricing

GUIDE



Monthly

\$549

Six payments of \$549
USD \$3294 USD total.

[Join Today](#)



One Time

\$2997*

Pay-in full (10% discount).
One time fee of \$2997 USD.

[Join Today](#)

OUR *guarantee*



If after the first 30 days of the program, you aren't completely satisfied, simply ask for a refund at support@provansuccess.com.

“
**If this saves you just ONE client,
it's more than paid for itself.**

The continued return is
money in your pocket.

GIVE YOUR CS LEADER THE TOOLS TO DRIVE REVENUE GROWTH

In a time when every dollar counts - don't leave the majority of your company revenue to chance.

Effective Customer Success leadership doesn't happen by accident.

It's built through **strategy, systems, and clarity.**

The CS Leadership Academy delivers all three - so your CS leader can scale smarter, lead stronger, and drive results that matter.

Enroll today. (Group rates available.)

Questions? Contact: support@provansuccess.com