



Rev UP CSM

ACADEMY



The Customer Success Pro
thecustomersuccesspro.com



Welcome

I'm Anika Zubair.

I help customer success managers in early-stage startups, large enterprise companies, and everything in between learn how to become **more strategic and revenue-minded** to ensure they **hit their targets**.

No matter where you are in your journey as a customer success manager (if you are the first CSM at a startup or have had 10+ years of experience) my coaching program is designed to teach you how to unlock skills and tactics to **generate revenue from your customers**.



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AREAS OF FOCUS

1

CS Strategy

- Customer Journey Mapping
- Playbooks
- Growth Strategies
- Customer Engagement Tactics
- Time Management and Prioritization
- Digital CS Automation Tactics

2

Revenue Playbooks

- Upsell Tactics
- Customer Discovery Questions
- The Art of Storytelling
- Value Selling Framework
- Objection Handling
- Tying CSM daily activities to revenue
- Understanding and creating CSQLs

3

Leadership Mindset

- Understanding CS Metrics
- Career Progression Planning
- Key Performance Indicators (KPIs)
- Leadership Presence
- Getting buy-in from the C-suite

WHAT'S INCLUDED

There are six training modules that I will pace you through to learn actionable CS Strategies, how to drive revenue, and ultimately become a top performing CSM.



Shifting Your Mindset To Revenue



Building Strategic Relationships



Sales Tactics in Customers Success



Upselling and Cross-Selling Techniques



Building a Revenue Success Plan



KPIs for Revenue-Minded CSMs

Each module has recorded video lessons, homework assignments, and live training sessions with your peers.

PRICING



One Time Payment

£1,197 GBP

Save 10% when you pay
in full.



Monthly Payments

£439 GBP

3 Payments of £439 GBP
Total of £1,317 GBP

“

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

The continued return is just
money in your pocket.

”



TESTIMONIALS



Ella Grimmer, CS Team Lead



As a new team lead, Anika has helped, supported, and motivated me in so many ways. Anika has coached me to build out new processes and solid structures for my teams. Anika's style of coaching is approachable and **she genuinely wants to help you succeed.**
Thank you Anika!

Larissa Donald, Enterprise CSM



Thank you so much for the program. Thanks to your course, I just got off a call with a client and had a clear outline of what I should be doing with this client. I asked them good discovery questions, I also **shared the success plan from the course.** After this call **the client gave me so much good feedback** about how prepared I was for the meeting. Thank you so much, Anika!

Aldo Manella, CSM



I was lucky enough to start working with Anika from my very first day in customer success! Straight **from day 1 she helped me establish expectation and build comprehensive practices** that will serve me throughout my career in CS.