



A. TRUST BETWEEN SALES AND CSM

- Mutual understanding of roles and responsibilities
- Sales champions the CS/Customer relationship
- Collaborative customer profile development

C. TRUST BETWEEN CUSTOMER AND CSM

- Understanding the customer's gaps and goals
- CSM becomes the liaison between customer and company resources
- CSM facilitates customer growth

B. TRUST BETWEEN SALES AND CUSTOMER

- Build solid rapport
- Understanding the customer's pain points
- Foster a "win together" relationship