



HOW TO PREPARE A

CUSTOMER RENEWAL CONVERSATION



Renewal
starts
before the
contract date.



01 / 05

2/5

DO NOT
BEGIN WITH
THE PRICE.



THE PRICE
IS \$500.



Begin with the
value and progress.

02 / 05

PREPARE FOUR AREAS



VALUE —
what was achieved?



GAPS —
what remains incomplete?



RISKS —
what could reduce progress?



NEXT OUTCOME —
what becomes useful now?

03 / 05

1

BUILD THE
CONVERSATION



2

REVIEW THE
EVIDENCE



3

NAME THE
GAPS



4

EXPLORE THE
NEXT OUTCOME



5

AGREE THE
DECISION



RENEW THE VALUE — NOT ONLY THE CONTRACT.

- ✓ Prepare before discussing the renewal.

USE THE STRUCTURE

