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B2B SaaS Post-Sales Org Chart

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Chief Customer Officer

Product Implementation	Growth / Retention			Product Support
Professional Services	**Customer Success**	**Account Management**	**Strategic Partnerships**	**Support**
Implementation Managers	Strategic CSM	Strategic AM	Existing Partner Management	Customer Support
Technical Architects	Enterprise CSM	Enterprise AM	Channel Partnerships	Technical Product Support
Project Leads	Mid Market CSM	Mid Market AM	Technology Partnerships	Technical Enablement
Strategy & Consulting	SMB CSM	SMB AM	Alliances between Customers	Analytics
				Internal IT Support
				Data Governance

Goals

- Ensuring technical client adoption of new features or products during the expansion of accounts
- Creating a seamless transition for clients when implementing the technology in their environment

- Owning the relationship with Key Stakeholders with the goal of deepening relationships
- Oftentimes success if quantified by NPS or CSAT scores

- Expanding or “farming” accounts with the goal of increasing revenue with existing clients
- Breaking into new business segments in the same client

- Assisting and building positive relationships with customers while also creating specific programs and payment plans for clients, provide consultations, negotiate contracts, and assess risks

- Ensuring the product runs smoothly from a technical perspective
- Fixing product-related bugs
- Help end-users at large customers gain relevant product knowledge

Considerations

- Implementation teams will leverage learnings from POCs developed during the sales process with Sales Engineering
- Professional Services also support growth and retention and can influence win rates and overall LTV

- CSM Teams will often be broken down further by territories or key verticals, client headcount, client revenue, or ACV
- For companies that don’t need AM, CSM can be responsible for post-sale revenue
- At some companies, CS is only leveraged for strategic/large accounts

- AM Teams will often be segmented further by territories or key verticals, client headcount, client revenue, or ACV
- Account Managers sometimes fall under Sales

- Oftentimes strategic partners team members will conduct the majority of their business onsite in the client’s office

- Support teams will often work with Engineering and Product teams and provide insight on product bugs and crashes
- Support sometimes goes under Professional Services