

Job Aid

PRODUCT LED GROWTH

PURPOSE

This document provides an overview of the Product Led Growth (PLG) model and consultative skills to use when interacting with customers to remove blockers, gather insights, and add value.

PRODUCT LED GROWTH MODEL

The PLG model consists of three components. The customer is always at the center. You provide a personalized experience that helps customers see the value of Microsoft products and services, while soliciting their feedback, and gathering insights to share with Microsoft. The end result is a great product that helps the customer decrease their "Time-to-Value".

Note: In your interactions with customers, you always move beyond the break-fix mindset.

Component	Summary
Usage	Customers can't imagine life without the Microsoft product or service. They are fully using all their products and applications for their business and productivity needs.
Value Realization	Customers quickly see the value of the product or service and how it improves their business and life.
Product Improvement Insights	Customer feedback is solicited and documented to improve the product or service, increase usage, add value for the customer, and help Microsoft make improvements.

Pro-tip: Use Assist 365 to gather insights about which products and services customers are and are not using and case management tools to document information and record insights to share with Microsoft.

ADDING VALUE

Adding value is a key component of PLG that helps you move beyond the "break-fix" mindset to provide a value-added personalized customer experience. There are three ways you add value for customers and Microsoft in your interactions and daily workflow.

Pro-tip: the best time to have a value conversation with a customer is as early as possible and often during your product led growth conversation.

How to Add Value	Say to Customer
Intentionally Get customers to the “Aha!” Moment quickly by helping them see how features, products, and services are efficient and effective, as well as soliciting feedback about where improvements can be made.	• "Where are you finding value in the products or services?" • "What is your most used feature and why is that?" • "Where is the product or service frustrating? How could it be improved to add a feature you need?" • "What is the feature or application you do not use and why is that?" • "How are these products and services making your life or business better?"
Intelligently Use tools and data to remove blockers, gather insights, and add value by researching the products customers are and are not using. Educate customers about how to use products, features, and services to increase usage.	• "I see you are not using this product or service. Did you know you can use this feature to ...?" • "We covered a lot today. I will send you an email after our call that explains this feature/product and how you can use it to make your business run more smoothly or save you time in your life."
Relevantly Decrease Time-to-Value by helping customers see how products and services clearly relate to their business and the life goals they want to achieve, as well as pain points or issues they need resolved.	• "What feedback do you have that would help you use this product or service more? I will share this feedback with Microsoft so we can make improvements." • "What features are you looking for in this product/service? How would this help you to work more efficiently and effectively?" • "What feature, product, or service is on your wish list that would help you or your business?" • "What would you add, change, or remove to make this product/service better for your business or make your life easier?"

CONSULTATIVE SKILLS

Consultative skills help you have meaningful customer conversations to resolve customer's issues. These conversations remove blockers, gather insights about the customer and their business, and add value by helping customers leverage the use of Microsoft products and services. Consultative skills are essential to use, along with your expert technical knowledge and the PLG model, to provide a value-added experience.

COMMUNICATION

Communication is the sharing of information between two or more people to reach a common understanding. It's how you convey information and how clear and concise your message is when interacting with your customers through email, chat, or calls.

Use the 7Cs of Communication:

- Clear - Be clear about your message and purpose.
- Concise - Keep your message short, polite, and to the point.
- Concrete - Focus on specific points to discuss.
- Correct - Use simple and error free language.
- Coherent - Be logical and connect what you say to the issue, pain point, or customer's goal.
- Complete - Let others know what needs to be done in easy-to-understand steps.
- Courteous - Use polite and respectful language.

POSITIVE POSITIONING

Positive positioning is the ability to deliver a message using positive language that reframes the problem, provides the customer with a path to resolution, and builds rapport.

Allow the customer time to think and ask questions. Use positive words to reassure the customer you are the expert.

You might say:

1. I understand and will provide you with expert guidance.
2. Let's start working toward resolving your issue right now.
3. We absolutely need to find a solution to this issue. Let me see what support options are available so I can best help you.

BUILDING TRUST

Building trust is about establishing yourself as an expert in Microsoft products and services by educating the customer about those products and services, as well as making recommendations that help improve the customer's efficiency and productivity.

Personalize the customer service experience that is relevant to the customer's business and life. Use your expert technical knowledge to help customers clearly see the value of using Microsoft products and services.

ACTIVE LISTENING

Active listening is the process of listening to what the customer is saying as you discuss their issue, which helps build rapport and inform product and service recommendations you make to add value to their business and life.

Focus on what the customer says and do not interrupt. Take notes about what the customer says so you can document in your case management tool. In addition, paraphrase the customer to demonstrate you understand.

Use door openers – phrases to show interest and keep the customer talking.

You might say:

1. Tell me more.
2. Go ahead. I am listening.
3. That sounds interesting.

ASKING QUESTIONS

Asking probing questions about a customer's issue or pain point allows you to identify needs Microsoft products and services can solve. There are several strategies to effectively ask questions included below.

Strategy	Say to Customer
Bridging into Questions Make a statement to explain you will ask questions to understand the issue.	• To determine what happened, I will need to ask you some questions. • Do you mind if I ask you some questions so we can figure out what has happened? • So I can best assist you, may I ask you a few questions?

Please and Thank You	• May I ask for your email address, please? • Please, do you mind if we do a screen share to help me diagnose your issue? • If there is anything we need to add to this subscription, please let me know. • Thank you. I have one final question for you. • Thank you for taking the time to speak with me today.
Open Ended Questions Probing questions help you gather detailed information so you can resolve the issue and gather insights about the customer to share with Microsoft.	• What is one example of what is wrong? • How long has this issue caused you problems? • How many users are currently experiencing this issue? • Can you provide a little more detail on that? • How has this issue affected your business? • What attempts have you made to fix the issue yourself? • What would your ideal outcome be? • What features are you looking for? • How has this problem impacted your business and you personally? • What am I missing? • What else can I help you with?
Empathy Statements Use these statements with questions to build trust.	• I am really sorry to hear that. • I can only imagine how frustrating this is for you. • I am sure I would feel the same way if I was in your situation.