**Practice Prompts – Go To Market: Sales & Customer Success**

**Customer Success & Relationship Management**

* **Draft a follow-up email** to a client after a successful exam delivery cycle. Include performance highlights, next steps, and a thank-you message.
* **Generate a quarterly client health report** summarizing usage metrics, support tickets, and satisfaction scores. Include recommendations for improvement.
* **Write a renewal pitch** for a client whose contract is expiring soon. Emphasize value delivered, new features, and ROI.
* **Create a client onboarding checklist** for new partners using Pearson’s testing services. Include technical setup, training, and support contacts.

**Sales & Sales Enablement**

* **Draft a sales pitch** for Pearson’s secure testing platform tailored to a potential client in the healthcare certification space. Focus on reliability, compliance, and scalability.
* **Generate a competitive comparison sheet** showing how Pearson’s offerings stack up against two major competitors. Include features, pricing, and differentiators.
* **Write a script for a discovery call** with a prospective client. Include key questions to uncover needs and pain points.
* **Create a slide deck outline** for a sales enablement training session on positioning Pearson’s services for enterprise clients.

**Portfolio Management**

* **Analyze client portfolio performance** across regions and identify top growth opportunities. Suggest three strategic actions to increase revenue.
* **Draft a report for leadership** summarizing trends in client acquisition and retention. Include charts and actionable insights.
* **Generate a roadmap for expanding services** to existing clients. Include cross-sell opportunities, upsell strategies, and engagement milestones.
* **Write a proposal for restructuring the client portfolio** to better align with strategic priorities. Include rationale, impact analysis, and implementation plan.