



The Value Story Slide

By Churn Is Dead

Connect usage to business impact in one slide.

What It Is

A one-slide format designed to help CSMs summarize customer value clearly and credibly not with vague usage charts, but with real business-aligned impact.

Use this slide to anchor executive QBRs, renewal conversations, or mid-cycle value check-ins.

The Slide Structure

Break the slide into three aligned sections:

1 Usage Highlights

Focus on *relevant* usage, not just volume.

- What features are they using that map to their original goals?
- Highlight adoption by team/role (ICs, managers, execs)
- Example: "95% of Ops team using automated workflows weekly"

2 Business Outcomes

Translate usage into wins.

- Time saved, risk reduced, compliance improved, insights delivered
- Use directional impact if hard metrics are unavailable
- Example: "Reduced monthly reporting cycle from 5 days to 2 days"

3 Strategic Value

Position the impact in terms execs care about:

- Alignment to OKRs or transformation programs

- Competitive differentiation or cost avoidance
- Example: "Supports 2024 efficiency mandate to reduce tooling costs 20%"

Persona-Based Metrics (Cheat Sheet)

Persona	What They Care About	Examples
ICs / Doers	Speed, ease of use, frustration reduction	Tasks automated, time saved, bugs fixed
Managers	Team performance, process improvement	SLA compliance, workflow adoption, reduced rework
Execs	Strategic goals, efficiency, ROI	OKR alignment, cost savings, risk reduction

Trust Signals to Check

Before sharing the slide:

- ☐ Have you validated the outcomes with the customer?
- ☐ Can the exec sponsor repeat this value in their own words?
- ☐ Is the story framed around their goals not just your features?

Pro Tip:

Turn this slide into a living asset.

Update monthly. Share async. Make it the heartbeat of your customer story.