



Relationship Manager, LinkedIn Learning Solutions Annual Renewal Discussion Interview

There are now 30 days to go until the client's renewal. You will be conducting an **"Annual Renewal Discussion"** with your client (Director of HR & the Director of IT) to build upon your previous Quarterly Business Review (QBR), in which you learned about their specific business goals. You will want to continue to build rapport and confirm your understanding of the client's business. Now that you understand the scope of their goals and challenges and have quantified their pains or gains, you should convey how substantial these pains or gains are and demonstrate how LinkedIn Learning or Lynda is uniquely capable of alleviating their pains or providing material gains. At minimum, you should build upon the seeds that you planted during the QBR and reiterate how the proposed solution maps to their goals. In addition, you need to present a pricing proposal via PowerPoint with 1 to 3 pricing options for their annual renewal and the expected ROI, which may be qualitative or quantitative depending on your discretion.

It's up to you to choose how much time you want to allocate to continued discovery, solution mapping, objection handling, the proposal and other components of your agenda. The deadline to sign the order form is 2 weeks prior to the actual renewal date. Be sure to discuss next steps and get their commitment on how they would like to proceed with their renewal before ending the meeting.

Goal of meeting

The goals of the meeting are: (a) to demonstrate a solid understanding of your client's business, (b) to convey how LinkedIn Learning or Lynda is uniquely capable of alleviating their pains or providing material gains, and (c) to get their commitment on how they would like to proceed with their renewal.

Preparation

Please continue to familiarize yourself with the learning & development industry, the [LinkedIn Learning platform](#) and the [Lynda platform](#). Refer back to your specific notes from the QBR and map our solution to the needs of your client. We suggest that you share your agenda and present several slides including pricing (up to a maximum of 10 slides).

During this call, we will be looking for you to really dig into the business challenges of our mock organization. Please become familiar with the [Sandler sales methodology](#), the [Challenger Sales methodology](#), and be sure to assess B.A.N.T. (Budget, Authority, Need, Timeline) on the call.

The client & "mock" scenario:

- Company: M3 Engineering: <http://m3eng.com>
- LinkedIn company page: <https://www.linkedin.com/company-beta/153901/>
- Tucson, AZ
- 1,000 employees
- Call attendees: Director of HR, IT Director
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Please see below some suggested resources to prepare for the interview:

- <https://www.lynda.com/business>
- <https://www.lynda.com/case-studies>