

If your Executive Sponsor doesn't see the **value** of your product, it **doesn't exist**.

THE ULTIMATE CUSTOMER- LED GROWTH MATURITY MODEL



CLG: PROVING IMPACT, NOT JUST ACTIVITY

THE CONCEPT

- Customer-Led Growth is a strategic mandate to measure and communicate value.

THE PERCEPTION GAP

- If your Executive Sponsor doesn't perceive the impact on their bottom line, your renewal and expansion plans are at risk.

THE REAL CHANGE

- Transition from "assumed value" to a unified value creation system.

**VALUE THAT MATTER:
DEFINED, MEASURED, PERCEIVED**

THE **SLG** VS **CLG** CONTRAST

Dimension	Sales-Led Growth (SLG)	Customer-Led Growth (CLG) + AI
Primary Growth Engine	New logo acquisition	Existing customers: expansion, referrals, advocacy
Decision basis	Sales anecdotes, quarterly targets	Customer insights and value data across journey
CX role	Support and renewal firefighting	Continuous value creation and orchestration
Data usage	Siloed metrics (pipeline, tickets)	Unified view: usage, feedback, outcomes, revenue
AI application	Point solutions (chatbot, basic scoring)	Systemic: insight extraction, health scoring, play orchestration
Scale constraint	Size and productivity of sales team	Ability to operationalize insights and automate plays

CLG MATURITY MODEL

Seamless customer experiences and CLG embedded in the culture, demanding continuous innovation to maintain.

Proactive engagement based on customer behavior models, requiring robust AI capabilities.

Stage 5: Orchestrated

Stage 4: Predictive

Stage 3: Aligned

Stage 2: Aware

Stage 1: Reactive

Cross-functional strategy and data-driven efforts, where the main hurdle is operationalizing insights at scale.

Initial feedback collection and tracking, hampered by siloed insights.

Siloed data and ad-hoc responses, with a lack of resources as the primary challenge.

READY TO BUILD YOUR CLG MOTION?

AI AS YOUR ACCELERATOR

- Leverage AI to define, measure, and communicate value that executives understand.

ALIGN ACROSS THE CUSTOMER JOURNEY

- Validate and refine your value framework across pre- and post-sales. Fragmented handoffs kill the value story.

DELIVER TO THE RIGHT EXECS

- Identify the target executives, validate communication channel, and test your value metrics and messaging before you go wide.

**VALUE DOESN'T COMPOUND OVERNIGHT.
ITERATE. APPLY. REPEAT.**



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