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# Growth Molecules Success Academy (GMSA)

Growth Molecules™ is an education partner for the Executive Education Program at the School of Management at the University of San Francisco (USF) where we bring professional career development and growth to this prestigious ecosystem. This differentiated higher education learning approach includes hands-on experiences with a mixture of self-paced and team training. Additionally, the Growth Molecules Success Academy features:

- A focus on customer relationship management and revenue expansion training
- A curriculum that meets the learner at their stage of progressional development
- Educators who are certified coaches and seasoned Customer Success practitioners
- An accredited program for continuing education units and professional advancement



## Accredited Program Offerings

### Customer Success Level 1

Offers professionals from beginner to advanced seeking to learn best practices in customer success that strengthen customer relationships, protect and increase revenue.

### Account Management Level 2

Expands beyond customer success best practices. Learn how to become a strategic partner for better business outcomes, and learn how to navigate and anticipate growth opportunities for ultimate growth and revenue impact.

### Leadership Level 1

An advanced program for professionals seeking to grow their careers. Develop strategic leadership skills for customer facing teams and functions, moving from a tactical manager into a thriving revenue-leader

Interested in Company Team Training?  
**Contact Us.**



# Accredited USF + GMSA Programs

## Customer Success

### Level 1

- Understanding Customer Success as a Profit Center
- Leading Customers Before Your Meeting
- Leading Effective Business Meetings
- Customer Communication Best Practices
- Mastering the Art of Nojitsu: How to Say "No"
- Starting Expansion at Kickoff
- Time Management to Maximize Outcomes
- Proactive Customer Management
- Overcoming Objection Handling
- Understanding & Acting on Success Metrics
- Asking the Right Questions for Growth
- Ensuring Skill Sets Stick for Success

## Account Management

### Level 2

- Understand & Leverage Customer Personas
- Customer Journeys for Success & Growth
- Partnership With Product, Marketing, and Sales
- Maximize One on Ones with Leadership
- See Yourself as a Leader, Even Without the Title
- Lead Customers With Confidence
- Orchestrating Expansion Opportunities
- Executive Business Reviews with Impact
- Revenue Growth through Renewals and Resells
- Upsell and Cross Selling with Ease
- Grow From Churn
- Continuous Growth

## Going from Manager to Leader

### Level 3

- Leading with Empathy
- Metrics that Impact Revenue and Growth
- Creating a Coaching Culture
- Change Management for Success
- Building Initiatives with Revenue Impact
- Leveraging an Executive Sponsor Team
- Building Bridges with KPI/OKRs
- S.O.A.R.E. into Revenue
- Building Customer Health Scorecards
- Onboarding Plans for a Strong Start and Success
- Capacity Planning for Durable Growth
- Continuous Growth

“Invest in your professional growth and maximize opportunities to achieve company revenue goals through proactive customer relationships. Engage in learning in a high-impact, interactive environment guided by professionals in the field focused on the client experience across all industries.”

Learn more about the GMSA here.



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