

Your SaaS Renewal Scoresheet

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Your job doesn’t end once you’ve **made the sale**.

Even a year or more later, you need to be sure the customer you previously convinced to sign up with your SaaS brand is still interested. But knowing the status of an upcoming SaaS renewal can be difficult if you’re not familiar with which signs indicate a decision one way or another.

To help you get a better idea of where your customers stand in the renewal process, ask yourself the following questions and answer on a scale from 1 to 5 (1 being “Consistently,” 5 being “Never”). Add each response together for your score.



1. How often does your customer contact customer support with an issue?

Answer



2. How frequently does your customer complain or inquire about your product’s pricing?

Answer



3. How often does your customer negotiate when it comes time to review their contract?

Answer



4. How frequently does your customer make feature or customization requests?

Answer



5. What is your partnership like with your customer?

Answer



6. What level of benefit do you believe your brand provides your customer currently?

Answer

Scoring: Now that you’ve assessed your customer, it’s time to see where your renewal stands.

- 25 - 30 = Great chance of renewal
- 20-24 = Decent chance of renewal — may need some convincing
- 15 - 19 = On the fence — will likely need proof of value
- 11 - 14 = Low chance of renewal — could be salvaged with effective sales practices
- 6 - 10 = Extremely low chance of renewal — unlikely to be convinced to stay

Total Score

Learn How to Upgrade Your Renewal Process

If you’re feeling unsure about the status of your SaaS renewal, it may be time to try some new tactics. Visit our blog to learn more about the top tricks and trends in the sales industry.

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