DONNA **WEBER**

Mastering Customer Onboarding course Syllabus

Overview

Are you serious about profitability?
Then, it's time to get serious about how you onboard your customers.

A successful customer onboarding program results in satisfied customers and employees, higher product adoption, and increased net revenue retention (NRR).

Accelerate time to value, drive customer retention, and scale your onboarding with confidence. In this on-demand course, Customer Onboarding and Value Expert Donna Weber guides you through her proven Orchestrated Onboarding® framework, helping you turn new customers into loyal advocates from day one.

Built on the proven Orchestrated Onboarding® framework developed by Donna Weber, the Mastering Customer Onboarding enables you to deliver repeatable, outcome-driven onboarding experiences.

Course benefits include:
- Creating an optimized onboarding framework to drive customers to value
- Mastering best practices to transform new and existing customers into loyal champions
- Delivering a scalable, proactive, and prescriptive process that delivers results for your company
- Obtaining exclusive examples, resources, and templates to quickly drive your impact

This seven-module course includes options to receive individual coaching with Donna Weber.

Go to www.donnaweber.com/mastering-onboarding to get all the details and to enroll.

Audience

The Mastering Customer Onboarding course is for you if you are in a customer facing role as a practitioner or leader on the following teams: Customer Success, Customer Onboarding, Implementation, Customer Education, Professional Services, and Support.

Enroll with your team mates to learn and transform your organization together. Discounts are available for more than ten participants from the same team.

Learning Objectives

The Mastering Customer Onboarding course enables you to:
- Explain why onboarding is the most important part of the customer journey
- Quickly engage new customers and keep them accountable
- Create an optimized framework to onboard and enable customers
- Deliver meaningful value to your customers and your company
- Calculate the cost of onboarding customers
- Break down silos to create a seamless customer experience
- Determine how to measure your success
- Roll out the new onboarding process successfully
- Re-onboard your existing customers

Exercises & Assignments	Each module includes lesson videos, exercises, and assignments. Additional supplemental articles and Value Driver Videos are included to dive more deeply into desired topics. • Please block out one to two hours for each module to complete the exercises and assignments. • Course text: Donna's award-winning book: _Onboarding Matters_.
Module One	**Course Introduction** In _Module One_ you'll learn how to gain the most benefits from the course, plus: • Meet your instructor, Donna Weber
Module Two	**Onboarding is the Most Important Part of the Customer Journey** In _Module Two_, you'll learn the impact customer onboarding has on your company and your customers, plus: • The challenges you may be facing when onboarding customers • Your customer onboarding maturity level • Why onboarding is the most important part of the customer journey • The neuroscience of customer onboarding
Module Three	**The Orchestrated Onboarding® Framework** _Module Three_ describes the six stages of the Orchestrated Onboarding® framework, plus: • The benefits of each onboarding stage: Embark, Handoff, Kickoff, Adopt, Review, & Expand
Module Four	**Driving Customer to Value** _Module Four_ details how to quickly drive new customers to value, including: • Listening to customers • Deliver meaningful value to your customers & your company • The difference between quick wins, first value, and value journeys Plus, you build the first half of your optimized onboarding framework
Module Five	**The Business of Customer Onboarding** In _Module Five_ you'll prove the value of your customer onboarding program, plus: • Calculate the costs of onboarding customers • Scale customer onboarding

Plus, you build the second half of your optimized onboarding framework

Module Six

Putting Orchestrated Onboarding® Into Practice

Module Six covers all you need to roll out a successful and impactful Orchestrated Onboarding program, including:

- Impactful success plans
- Sharing and rolling out your optimized onboarding framework
- The onboarding technology stack
- Onboarding experiments

Module Seven

Course Wrap Up

Module Seven recaps and integrates all you learned to set you up for success.

About Donna Weber

Course creator and instructor Donna Weber is the world's leading expert in customer onboarding and value realization. For more than two decades, she's helped high-growth startups and established enterprises transform new and existing customers into loyal champions.

High-growth companies hire Donna to increase customer retention and lifetime value, decrease time to customer first value, reduce implementation time and costs, boost product adoption and usage, and scale Customer Success organizations.

High growth companies hire Donna to increase customer retention, decrease time to initial value, increase customer lifetime value, reduce implementation time and costs, increase product usage and adoption, and scale Customer Success organizations.

Her award-winning book is *Onboarding Matters: How Successful Companies Transform New Customers Into Loyal Champions*.

Learn more at DonnaWeber.com and by emailing Donna: donna@donnaweber.com.