



SUNCOAST SPARK

The First 30 Days After Signature

The sale is complete. The promise is not.

SPARK CATEGORY: KEEP

What Must Survive the Handoff

Every piece of buyer context that lives only in the AE's head is a risk. Before the handoff closes, this information must be captured and transferred.

Why They Bought

The business problem and what made this the right moment to act.

Desired Outcomes

What the customer expects to achieve — in their words, not yours.

Success Measures

How the customer will know the investment worked.

Key Stakeholders

Who is involved, who owns it, and who is the executive sponsor.

Risks & Commitments

Known risks, promises made during the sales cycle, and any non-standard terms.

Timing & Assumptions

Important dates, implementation assumptions, and dependencies the customer is counting on.

Days 0–3: Handoff

The first responsibility is transfer. The CS or implementation team needs the full commercial picture before any customer-facing work begins.

01

Confirm commercial scope

What was purchased, at what price, and under what terms.

02

Share buyer expectations

What the customer believes will happen and when.

03

Document success criteria

The specific outcomes the customer used to justify the decision.

04

Surface known risks

Anything flagged during the sales cycle that could affect delivery.

05

Clarify stakeholder roles

Who owns what on the customer side and who the executive sponsor is.

06

Transfer open commitments

Every promise made by sales that has not yet been fulfilled.

 **DO NOT MAKE THE CUSTOMER REPEAT DISCOVERY.** If they have to re-explain why they bought and what they need, trust erodes before value is delivered. The handoff exists so the customer never notices the seam.

Days 4–10: Align on Success

Before building or configuring anything, CS should validate that what the customer expects matches what has been scoped. These are the questions that surface gaps early.

What does the customer expect to see first?

The first visible output sets the tone for the entire relationship. Know what it is before you start.

What does "working" look like?

Get a concrete, shared definition — not a feeling, a condition. Something both sides can evaluate against.

Who will judge success?

Identify the internal evaluator on the customer side. If it's not the executive sponsor, understand the chain.

What adoption is required?

Value rarely happens without behavior change. Understand which people need to do what differently.

What could create early disappointment?

Surface the expectation gaps now. A mismatch caught in week two is manageable. At month three, it's a renewal risk.

Days 11–20: Watch for Friction

These are the signals that indicate the engagement is at risk. Each one is manageable if caught early. Left unaddressed, they compound.

Low Engagement

Slow responses, missed check-ins, or declining meeting attendance.

Missing Stakeholder

A key decision-maker or day-to-day owner has not appeared or gone quiet.

Implementation Delay

Timeline slippage on the customer's side that hasn't been acknowledged or escalated.

Unclear Ownership

No one on the customer side has taken clear accountability for driving adoption internally.

Training Gaps

Users who need to adopt the product haven't been prepared or enabled.

Technical Issues

Unresolved technical blockers that are delaying access or use.

Expectation Mismatch

The customer's expectations do not match what was scoped — and it hasn't been corrected.

Executive Disengagement

The sponsor who approved the deal has disappeared from the conversation.

Days 21–30: Prove Momentum

By the end of day 30, the customer should have seen something real. This card captures what to document and communicate as the first month closes.

First Value Delivered

Document the earliest tangible outcome the customer can point to. Even small wins need to be named explicitly.

Open Risk

Any risks from Days 11–20 that remain unresolved entering month two.

Adoption Progress

Who is using it, how often, and whether the pattern matches what was expected at close.

Upcoming Milestones

What the customer is expecting to see next, and whether you're on track to deliver it.

Customer Feedback

What the customer has said — formally or informally — about how the engagement is going.

Executive Communication Needed

Is the sponsor informed? If a value story is emerging, it should reach the person who approved the deal.

AE Handoff Check

Before stepping back from the account, confirm that the handoff is complete — not just handed over.

CS understands why they bought

Not just what was purchased — the underlying business problem and the reasoning that got the deal across the line.

Customer understands what happens next

The buyer knows who owns their account, what the first 30 days look like, and when to expect initial value.

Success measures are documented

Written down. Accessible to both teams. Not sitting in one person's memory.

Commitments are visible

Every promise made during the sales cycle is recorded and has a clear owner on your team.

Executive sponsor is known

CS has the name, context, and relationship history — not just a contact in a CRM.

No sales promise exists only in someone's inbox

If it was said during the sales cycle and it matters to the customer, it needs to be documented and transferred.



AE ON DEMAND

A strong handoff protects the deal you just won.

AE on Demand helps sellers organize customer context, commitments, outcomes, stakeholders, and handoff information so the next team starts with the right story.

The buyer said yes. What happens next determines whether that yes turns into a renewal.

Explore AE on Demand at aeondemand.com