

AN INTRODUCTION

THE NET NEGATIVE

RETENTION OPERATING MODELS, DESIGNED FOR 120% NRR.

THE NUMBER YOU'VE STOPPED CHECKING

Boards reward a healthy NRR without asking what's inside it. The number can be real and still be hiding the thing that actually determines what it's worth.

SYMPTOM 01

Reactivated Revenue

Churned accounts, netted quietly against this period's losses.

SYMPTOM 02

Undocumented Saves

No consistent grace window, so nobody can say what's really being counted.

SYMPTOM 03

Unaudited Health Scores

Red accounts that stayed get filed as wins. Nobody checks why.

"A retention number that survives scrutiny is worth more than one that just survives the quarter."

— THE NET NEGATIVE

TWO WAYS TO HIT 120%

The Heroics Model

- Retention depends on individual CSMs catching problems in time.
- Expansion happens when someone pushes hard enough to force it.
- The number holds until the people holding it up leave or burn out.

The Designed Model

- Retention is built into pricing, packaging, and product, not just effort.
- Expansion happens because the system creates the moment for it.
- The number holds because the structure produces it, not someone carrying it.

THE 120% RULE

Retention You Can Defend

Most companies don't fail to reach 120% NRR because they didn't try hard enough. They fail because nobody built the system to produce it on purpose.

WHAT THE 10-POINT AUDIT CHECKS

- Where the number is genuinely solid, and where it isn't.
- The gaps between what your health score reports and what's actually happening.
- How much of your retention depends on effort that won't scale.

HOW WE WORK

Retention Audit

A focused diagnostic to find what's actually driving, or undermining, your current NRR.

Operating Model Design

A structured engagement to align product, sales, and CS under a single revenue mandate.

Retention Briefing

A direct, 90-minute session for investors or boards who need a clear read on a retention position.

PHASE 01

Diagnose

Find out what's really inside the number.

PHASE 02

Redesign

Align the system so retention isn't riding on individual effort.

PHASE 03

Deploy

Put the operating model into practice.

PHASE 04

Hold

A retention number that keeps producing itself.

THE NET NEGATIVE

10-Point Retention Audit is live.

contact@thenetnegative.com

thenetnegative.com