

Less Bandwidth, More Influence: Strategic Client Success

TRANSFORMATIONAL TRAINER



IVY LEAGUE SPEAKER



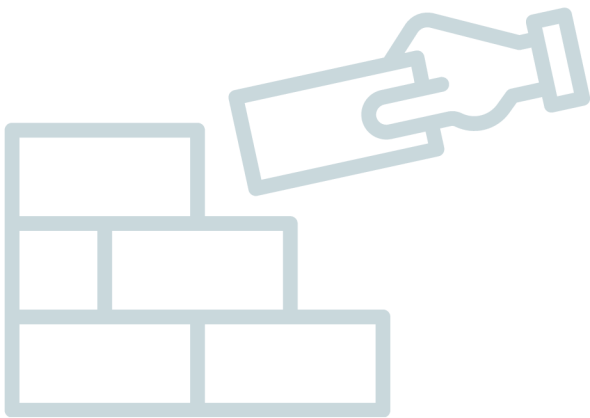
The Client Success House Framework



Empowering Teams to Create Unforgettable Client Experiences Focused on Driving Retention and Sustainable Growth



This training is built for your entire CX “household”. From onboarding specialists and program managers to CSMs, operations leads, and executives. Together, we reinforce the foundation of loyalty, construct systems that scale, and install the tools that turn client success into a high-functioning business engine.



Client retention doesn't happen by accident. It's built brick by brick.

A Training Framework Built Like a House
Each session reinforces a key area of client success, aligned to a different part of the home

Each element is customizable for your team's needs. Delivered as hands-on workshop, or fractional training series.

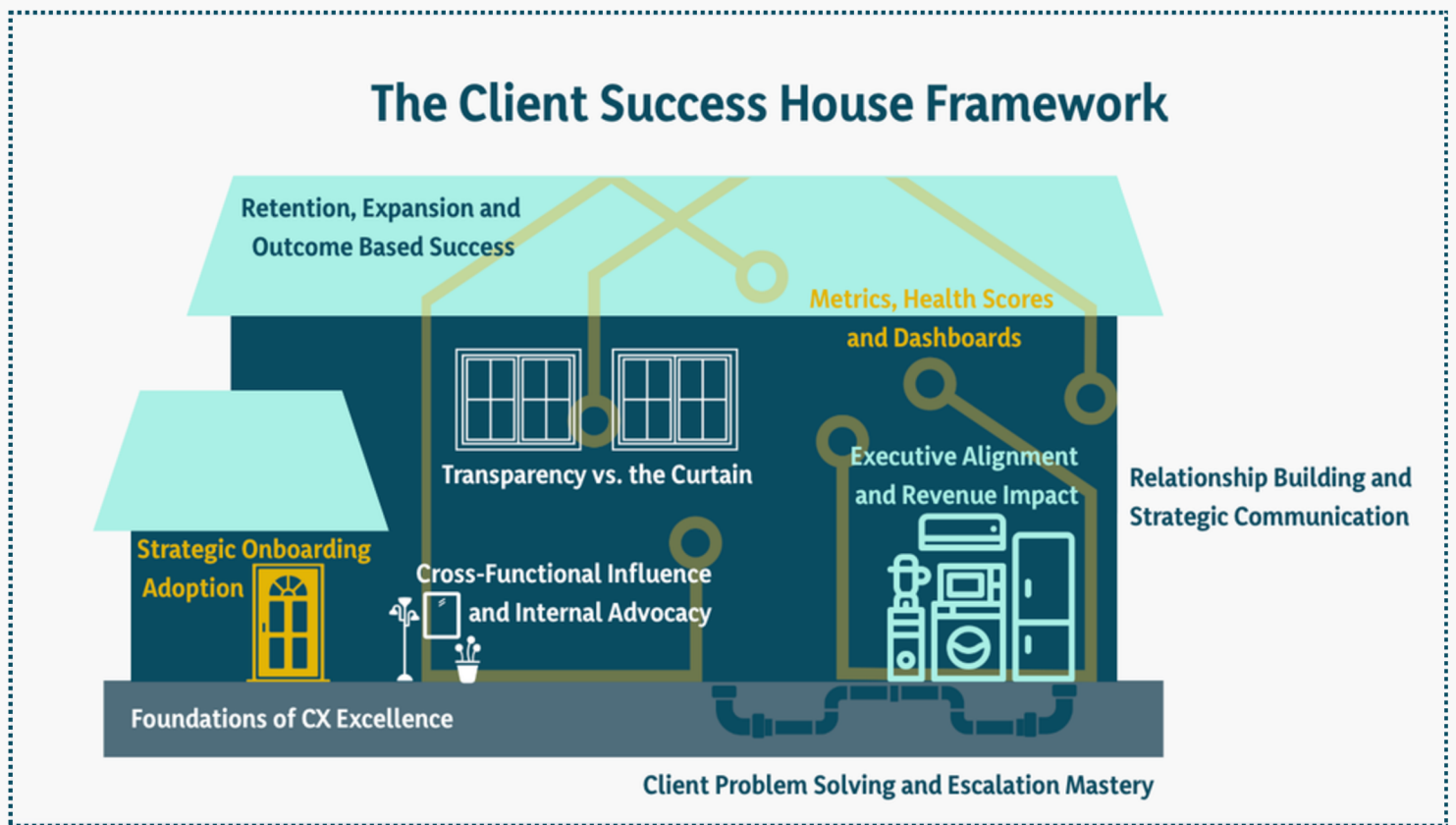
Built From the Ground Up. Success is a Structure, Not Just a Role. Real-World Experience Throughout the Home.

Client experience impacts every room in your business, but often only a few people hold the keys.

This training connects your CX efforts across Sales, Product, Operations, and Marketing to create an aligned, scalable system rooted in influence, accountability, and culture.



Just like a strong home, Client Success thrives when every part - onboarding, relationships, escalation, and internal influence - work in sync. This synergy doesn't just support clients; it drives retention, unlocks expansion, and aligns directly with **mission-critical priorities** like revenue protection, brand trust, and long-term growth. A cohesive CX team becomes the structure that holds your business together and moves it forward.





at



Yale University

USF UNIVERSITY OF SOUTH FLORIDA



WOMEN OF THE CHANNEL



HILLSBOROUGH Community College



Rocky Toro's Client Success House™ Journey

Leadership Built Without Titles. Client Success Built Room by Room.

Rocky Toro built her leadership from the ground up; shaping influence, retention strategy, and culture across B2B, B2C, and enterprise orgs. She didn't wait for authority, she earned it by turning chaos into clarity and transforming client experience into a business advantage.

Her journey reflects every room in the Client Success House™. From onboarding and escalation to revenue impact and executive alignment.



Foundation – Building Trust in High-Resistance Environments - Trainer, Verizon

Rocky's CX and leadership philosophy began at the foundation: people-first trust. Training seasoned union employees at Verizon, she built credibility and rapport in environments known for resistance. Her early career shaped her belief in authentic, trust-led communication as the groundwork for influence.

Front Door – Culture Creation Through Onboarding - Client Onboarding Manager, Madison Logic

At Madison Logic, Rocky owned the client's first impression. She aligned marketing, CX, sales, and operations to create a seamless onboarding experience, turning the "front door" of client experience into a brand-defining moment that delivered fast value and long-term loyalty.

Systems – Escalation Mastery and Retention Strategy - Retention Programs Manager, Gartner

In high-risk retention scenarios, Rocky led with emotional intelligence and data. She protected over \$5M in renewals by guiding conversations with C-suite decision-makers, identifying warning signs through health scores, and creating environments that supported long-term retention and revenue expansion.

Windows – Strategic Transparency and Stakeholder Clarity -Sr. Customer Success Manager, Digitalzone

Managing campaigns across multiple time zones, Rocky mastered transparent communication. She mentored overseas, shared KPIs, and used data storytelling to clarify ROI; empowering clients to see what mattered most, while delivering performance they could trust.

Hallways – Navigating Multi-Department Collaboration - CX & Marketing Ops, LocaliQ

In a complex marketing environment, Rocky operated as the glue between Sales, Fulfillment, Analytics, and Support. She influenced stakeholders without direct authority, aligning cross-functional teams around client needs and building connective tissue across internal silos.

Non-Traditional Structures – Leading Through Vision and Influence - LatinX ERG Lead, Enterprise Org

Coordinating over 100 employees and executive sponsors across multiple ERGs, Rocky led without a traditional reporting structure. Her influence came from clarity, emotional resonance, and inclusive strategy; earning buy-in from VPs and driving cultural momentum.

Whole-House Impact – Driving Company-Wide Culture Change

In her final corporate role, Rocky delivered a internal workshop that transformed team commitment to self across multiple departments, including the C-suite. Her training became a central focus in company-wide conversations around work-life balance and preservation of the human experience.

Appliances – Executive Alignment and Revenue Impact

Across her journey, Rocky has influenced VP and executive-level strategy, building the “appliances” that power client success behind the scenes. From strategic business reviews to roadmap influence and expansion opportunities, she knows how to make CX a revenue-generating force.



From Strategy to Systems to Storytelling

This isn't theory. Rocky's approach is battle-tested across industries and designed to help companies build influence, retention, and revenue from the ground up.