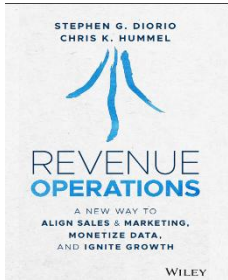




THE REVENUE OPERATIONS FOUNDATIONS CERTIFICATION

What is The Revenue Operations Foundations Certification?

The Revenue Operations Foundations Certification “The ROC” provides Revenue Operations and GTM professionals of any level with **solid foundational knowledge of how businesses operate along the revenue cycle**. The guiding principle is that by better understanding how companies operate, revenue operations professionals can help companies operate more effectively. The



Certification addresses the fact that many Revenue Operations professionals have excellent technical knowledge for specific activities within functions, but they may not fully understand the entire revenue cycle and how companies can improve GTM strategy execution. The Certification provides graduates with the tools, resources, and competencies they need to master their role, collaborate across GTM teams, generate revenue impact, and communicate value to the c-suite. The Revenue Operations Foundations Certification is taught by a world-class faculty of operating executives and senior revenue operations professionals. Much of the content is based on the bestselling book Revenue Operations where its author, Stephen Diorio, is a member of the faculty and a leading authority in Revenue Operations. The Certification features case study examples and ‘real world’ practical teaching from the faculty. Plus, students receive a curated library of proprietary supporting materials including research reports, benchmarks, and blueprints for execution.

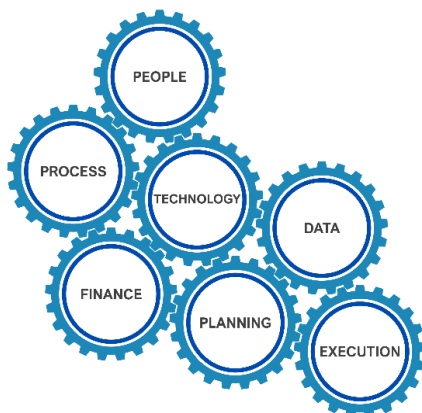
Who is the Certification For?

The ROC is designed for Revenue Operations and GTM professionals at all levels who want to understand the full revenue cycle and learn how Revenue Operations drives GTM execution. It’s designed for professionals who want to excel at their job, increase their business impact, foster teamwork across functions, and advance their career.

- The curriculum is **practical** because it will help Revenue Operations practitioners to understand the fundamentals of the Revenue Operations role and how it’s essential to GTM strategy execution. There’s a heavy emphasis on the essential math, data and analytics along the revenue cycle.
- The curriculum is **relevant** because it specifically covers the entire revenue cycle or “bowtie” from multiple perspectives: customer lifecycle, functional roles and responsibilities, KPI's and measurement, operations, and "moments of truth." It’s relevant for all companies in all industries – not just SaaS businesses.
- The curriculum is **actionable** because students learn how to diagnose where change will have the greatest impact and how to foster teamwork and collaboration across all GTM functions. Students are taught project management and how to drive change.
- The curriculum is **deep** because it offers students the option to explore the in-depth best practices to excel in their specific role as well as advanced self-study to help them get promoted to the next level.
- The Certification is **strategic** because it covers GTM strategy and establishes that Revenue Operations - when done correctly - is how companies can effectively execute and accelerate their GTM strategy.

Certified professionals will have the strategic and financial skills to communicate, quantify, and measure the value of Revenue Operations to their leadership to get the resources, buy-in, and teamwork they need to succeed in their jobs.

What are the Benefits of the Certification?



- Learn Go-to-Market strategy essentials.
- Understand the revenue cycle and how to measure and improve GTM performance.
- Know the key ‘moments of truth’ along the revenue cycle and how to address them.
- Speak the math and finance of growth with each GTM function and leadership.
- Engage and educate peers to foster teamwork, solve problems, and unlock growth.
- Support the core planning, reporting, and enablement process across GTM functions.
- Identify, prioritize, and execute the highest impact actions and investments.
- Leverage and scale AI to multiply impact, accelerate growth and monetize knowledge.
- Deliver quick wins that demonstrate measurable value with limited risk.
- Analyze, diagnose, and improve performance at every stage of the revenue cycle.
- Use a data-driven process for continuously improving GTM strategy execution



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What's Included in the Certification?

This self-directed Certification course is broken into 11 modules that address the key concepts, best practices, capabilities, and skills needed to make revenue operations a strategic discipline. The emphasis is on practical and tactical actions that can be taken immediately to improve GTM performance. Each module is broken into short chapters that cover specific topics to make it easy to navigate and focus. The course is clear about which skills and chapters are required for the certification exam and which aspects are “extra credit” and provided for deeper learning. Students have access to regularly scheduled “office hours” with the faculty.

MODULE		WHAT YOU WILL LEARN
1	 Introduction	How the Certification is structured, the skills you will learn, and how getting certified will improve your business impact and advance your career as a revenue operations professional.
2	 GTM Strategy	A comprehensive overview of Go-to-Market (GTM) and GTM strategy execution, emphasizing that GTM strategy execution is revenue operations.
3	 The Revenue Cycle	A thorough understanding of the processes that generate revenue in your business and the moments and metrics that matter along the revenue cycle.
4	 Key Players on the GTM Team	The role each key GTM function plays along the revenue cycle and how to engage, educate, and collaborate with the key stakeholders on the GTM team.
5	 RevOps & GTM Strategy	The critical role revenue operations play is in executing, systematizing and accelerating GTM strategy execution.
6	 Revenue Cycle Math	An understanding of the “math of growth” and the key math concepts you need to know to better measure, manage and optimize GTM strategy execution.
7	 How Tech Enables the Revenue Cycle	Understanding the key technologies along the revenue cycle and how to use technology to enable improved GTM performance
8	 Data, Analytics, AI & Reporting	How to use data, AI, analytics and reporting to better plan, measure and improve GTM performance across the entire revenue cycle
9	 Communicating GTM Value	The key business math and accounting principles you need to quantify and communicate the value of revenue operations to senior management
10	 Driving GTM Change	Best practices for managing change at your company to drive improved GTM performance
11	 Implementation Best Practices	Smart actions you can take to better implement revenue operations to have measurable and sustainable impact on GTM strategy execution



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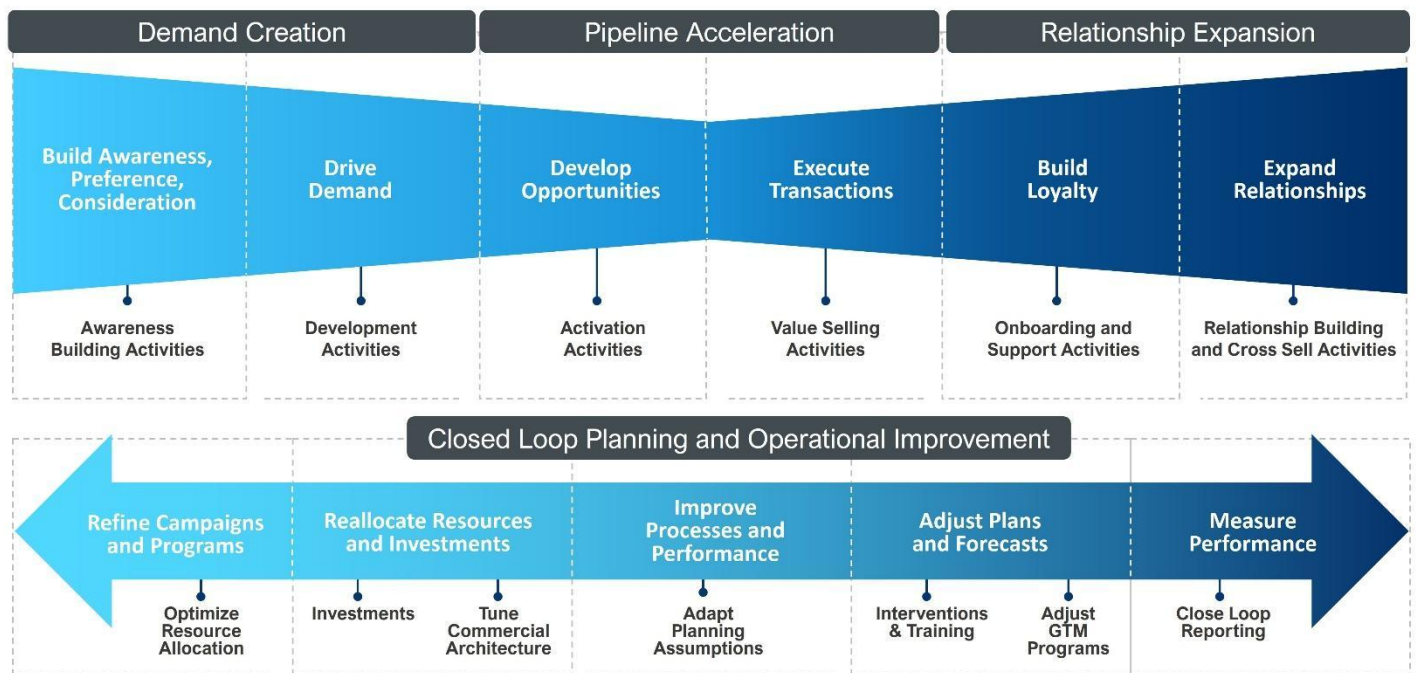
What Do You Get in the Certification?

- Over **seven hours of expert instruction** from our faculty based on their success in driving improved GTM strategy execution through revenue operations.
- Upon completion of the exam, you will receive a certification that provides you with an **industry credential** to help you in your career, validate your expertise, and enable you to stand out in promotion situations or job interviews.
- Students are provided **office hours with the faculty** to ask questions, discuss applying the lessons learned in their businesses and jobs, and get access to additional experts and resources to support their learning journey.
- Students receive **workbooks that provide in depth instructions** on how to execute the twenty most impactful RevOps actions and investments that generate the most business impact with the least change, risk, and incremental investment.
- A **GTM maturity assessment tool** you can use to evaluate the best 'levers' to improve GTM execution and build a business case you can bring to management to demonstrate how specific revenue operations projects can drive revenue & profit growth.

Why Is “The ROC” Valuable and Unique?

The Revenue Operations Foundations Certification is unique because it provides students with a comprehensive understanding of every aspect of the revenue cycle - from demand creation through relationship expansion and continuous improvement - to diagnose and enable GTM execution. The ROC covers every aspect of the revenue cycle - from the people, processes, products, technologies, finance, analytics that drive growth to the planning and implementation skillsets needed to drive change and improve GTM execution. These practical skills help graduates stand out relative to their peers by arming them with perspective on the aspects of growth they control but also empower them with a complete strategic perspective on every growth lever in a business.

THE REVENUE CYCLE



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DETAILED SYLLABUS

1.0 Introduction This module introduces how the Certification is structured, the skills you will learn, and covers how getting certified will improve your business impact and advance your career as a revenue operations and GTM professional.

- 1.1 Introduction to The Revenue Operations Certification "The ROC"
- 1.2 About the ROC & Benefits of Certification
- 1.3 How the ROC is Structured to Maximize Learning & Impact
- 1.4 Essential Skills and Concepts You Will Learn
- 1.5 Go-to-Market Defined - The Right Way
- 1.6 Revenue Operations Defined - The Right Way
- 1.7 Highlighted Supplemental Resources

2.0 Understanding Go-to-Market Strategy This module provides a comprehensive overview of Go-to-Market (GTM) and GTM strategy execution, emphasizing that GTM strategy execution is revenue operations - when rev ops is done the right way.

- 2.1 Essential Basics of GTM Strategy
- 2.2 Executing GTM Through Revenue Operations
- 2.3 Understanding Your Company's GTM & Rev Ops Maturity
- 2.4 Review & Test Your Knowledge
- 2.5 Highlighted Supplemental Resources

3.0 Understanding the Revenue Cycle This module introduces the revenue cycle and provides a thorough overview of the processes that generate revenue in a business and the key moments and metrics that matter along the revenue cycle.

- 3.1 Understanding the Entire Revenue Cycle
- 3.2 Key Moments That Matter Along the Revenue Cycle
- 3.3 Measuring Performance Along the Revenue Cycle
- 3.4 Understanding the Process of Continuous Improvement
- 3.5 The Key Points of Leverage and Scale Along the Revenue Cycle
- 3.6 Review and Test Your Knowledge
- 3.7 Highlighted Supplemental Resources

4.0 Understanding the Key Players on the GTM Team This module teaches the role each key GTM function plays along the revenue cycle and how to engage, educate, and collaborate with the key stakeholders on the GTM team.

- 4.1 The Key Players on the GTM Team
- 4.2 The Role of Marketing
- 4.3 The Role of Sales
- 4.4 The Role of Customer Success
- 4.5 The Role of Product Management
- 4.6 The Role of Operations & IT
- 4.7 The Role of Finance
- 4.8 The role of the Chief Commercial Officer
- 4.9 Keys to Collaborating with the Players on the GTM Team
- 4.91 Review & Test Your Knowledge
- 4.92 Highlighted Supplemental Resources

5.0 The Role of Revenue Operations in Executing GTM Strategy This module covers the critical role revenue operations play in executing, systematizing and accelerating GTM strategy execution.

- 5.1 How Revenue Operations Drives GTM Performance
- 5.2 The Core Elements of the Modern Revenue Operations Role
- 5.3 Executing GTM Strategy with Revenue Operations
- 5.4 Maximizing Your Effectiveness in Revenue Operations
- 5.5 Evolution of the Rev Ops Role & Career Path
- 5.6 Review & Test Your Knowledge
- 5.7 Highlighted Supplemental Resources

6.0 The Math You Need to Know Along the Revenue Cycle This module provides an understanding of the "math of growth" and the key math concepts you need to know to better measure, manage and optimize GTM strategy execution.

- 6.1 Essential Math Along the Revenue Cycle
- 6.2 The Math of Market Sizing & Prioritization
- 6.3 The Math of Lead Generation
- 6.4 The Math of Pipeline & Revenue Forecasting
- 6.5 The Math of Territory & Quota Planning



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- 6.6 The Math of Defining & Analyzing Revenue Targets
- 6.7 The Math of Revenue Measurement
- 6.8 The Math of Customer Retention & Expansion
- 6.9 Review & Test Your Knowledge
- 6.91 Highlighted Supplemental Resources

7.0 How Technology Enables and Accelerates the Revenue Cycle This module covers the basics of the key technologies along the revenue cycle and how to use technology to enable improved GTM performance.

- 7.1 Understanding the GTM Tech Stack
- 7.2 Key Revenue Cycle Tech You Need to Know
- 7.3 Where and How to Use Technology to Enable the Revenue Cycle
- 7.4 AI Basics You Need to Know
- 7.5 Optimizing the Tech Stack for Greater GTM Impact
- 7.6 Review & Test Your Knowledge
- 7.7 Highlighted Supplemental Resources

8.0 Essentials of Data, Analytics & Reporting This module teaches you how to use data, AI, analytics and reporting to better plan, measure and improve GTM performance across the entire revenue cycle.

- 8.1 Becoming Data Driven
- 8.2 Defining and Using the Right KPI's
- 8.3 Building Dashboards & Reports to Provide Actionable Insights
- 8.4 Using AI For Analytics & Reporting
- 8.5 Understanding Data Governance
- 8.6 Review & Test Your Knowledge
- 8.7 Highlighted Supplemental Resources

9.0 The Math You Need to Know to Communicate GTM Value This module teaches you the key business math and accounting principles you need to quantify and communicate the value of revenue operations to senior management.

- 9.1 Return on Investments, Assets & Payback Periods
- 9.2 Transaction Economics
- 9.3 Recording, Recognizing & Realizing Revenues
- 9.4 Operating Budgets, CAPEX & OPEX
- 9.5 P&L's and Balance Sheets
- 9.6 Pricing
- 9.7 C-Suite Value Metrics
- 9.8 Review & Test Your Knowledge

10.0 Driving GTM Change Through Revenue Operations This module teaches you best practices for managing change at your company to drive improved GTM performance.

- 10.1 Building the Business Case for Change
- 10.2 Assessing the Possibility of Change
- 10.3 How to Use Change Management Frameworks
- 10.4 Keys to Driving Cross Functional Change & Collaboration
- 10.5 Essential Soft Skills to Drive Change
- 10.6 Review & Test Your Knowledge
- 10.7 Highlighted Supplemental Resources

11.0 Best Practices for Implementing Revenue Operations This module provides smart actions you can take to better implement revenue operations to have a measurable and sustainable impact on GTM strategy execution.

- 11.1 Confirming Your Company's North Star
- 11.2 Using Frameworks to Assess & Prioritize Key Initiatives
- 11.3 Developing a Rev Ops Strategic Plan to Enable & Accelerate GTM Execution
- 11.4 Keys to Cross Functional Project Management, Collaboration & Relationship Building
- 11.5 Continuously Improving Your Skills & Capabilities to Advance Your Career
- 11.6 Review & Test Your Knowledge
- 11.7 Highlighted Supplemental Resources

12.0 The Revenue Operations Certification Exam This module provides quick preparation before taking the Certification exam.