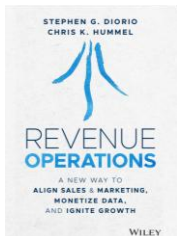




THE REVENUE OPERATIONS PROFESSIONAL CERTIFICATION

What is the Revenue Operations Professional Certification?

The Revenue Operations Professional Certification is the definitive and most comprehensive certification in Revenue Operations. It provides graduates with the tools, resources, and competencies they need to advance their careers by mastering their role, leading collaboration across the revenue team, maximizing revenue impact, and communicating value to the c-suite.



The program is based on the bestselling book **Revenue Operations: A New Way Align Sales and Marketing, Monetize Data, and Ignite Growth**. The course is taught by its author, Stephen Diorio, a leading authority in Revenue Operations with over 40 years of experience helping hundreds of organizations unlock more growth through better alignment and commercial transformation. The course features case studies and expert instructions from a faculty of RevOps leaders, academics, and experts with decades of experience and expertise. Students will receive a robust library of proprietary supporting materials as well as in depth research reports, blueprints, benchmarks, and blueprints for execution.

Who is the certification for?

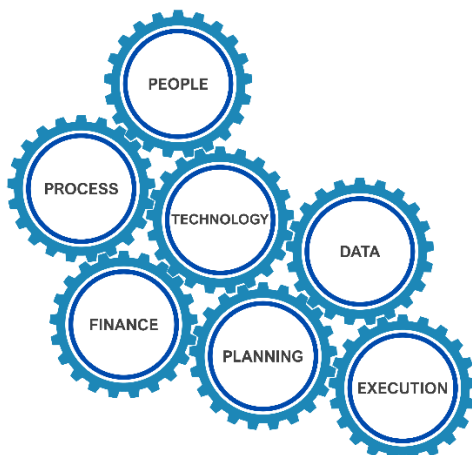
The professional certification is an advanced curriculum designed for experienced Revenue Operations professionals who want to master their jobs today to advance their careers into a leadership or CRO capacity, increase their business impact, foster teamwork across functions. The certification stands out because it is comprehensive, strategic, relevant, and deep.

- The curriculum is **comprehensive** because it will help Revenue Operations practitioners more fully understand all aspects of the modern revenue engine and the core business processes and revenue, financial, customer and operational outcomes it enables.
- The curriculum is **deep** because it also offers students hours of in depth instruction and the option to explore a rich library of 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 curriculum is **relevant** because it specifically addresses the full range of commercial operations roles that support RevOps in a modern commercial model across every industry – not just SaaS businesses. The class will benefit the operations, training and enablement teams that support marketing, sales and customer success, data and financial analysts – the CRM, deal desk and response management specialists that support them, data, knowledge, and financial analysts – as well as the leaders of those organizations, including Chief Revenue, Customer and Operations Officers.
- The course is **strategic** because it covers all thirty-five gears in the revenue engine and provides every individual with a perspective of the aspects of growth they control, but also enable, supports and inform for a complete strategic perspective. Graduates 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.

Advanced curriculum designed for Growth and Revenue Operations leaders ready to drive large scale organizational change and seeking to advance to senior leadership role

What are the benefits of the certification?

Our program covers every aspect of the growth engine in your business - from the people, processes, technologies, finance, analytics that drive growth to the planning and implementation blueprints required to execute effectively.



- Learn the seven fundamental skills to be effective today.
- Understand all thirty-five “gears” in the modern growth engine for complete knowledge.
- Speak the math and finance of growth with leadership.
- Engage and educate peers to foster teamwork, solve problems, and unlock growth.
- Support the core planning, reporting, and enablement processes in the business.
- 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.
- Start a data-driven process for continuously improving return on growth investment



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What is included in the curriculum?

This self-directed course is broken into modules that address the key knowledge, best practices, capabilities, and skills you need to start to advance your career and practical actions you can take to start to improve performance of the revenue engine. 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. Each module is supported by over fifty case examples, workbooks and deeper best practices research and a glossary to expand your knowledge over time. Students have access to regularly scheduled “office hours” with the instructors.

	MODULE	WHAT YOU WILL LEARN
1	 Introduction	The goals of the Revenue Operations Certification Foundations course and how it can improve your performance, business results and career
2	 Foundations	A comprehensive overview of all thirty-five “gears” of the modern revenue engine and the primary roles Revenue Operations plays in making it run better
3	 Process Management	A thorough understanding of the processes that generate revenue in your business and the moments and metrics that matter along the revenue cycle
4	 Collaboration Management	Learn how to engage, educate, and collaborate with the key product, marketing, sales, finance, and customer success stakeholders on your revenue team
5	 Systems Management	Get a comprehensive overview of technology ecosystem that supports growth in a modern enterprise and how to use it to enable and augment sellers
6	 Value Management	Understand the “math of growth” and the financial principles you need to quantify and communicate the value of revenue operations to leadership
7	 Becoming Data Driven	Learn how to use advanced analytics and AI to turn data into knowledge that helps you better plan, execute and measure across the entire revenue cycle
8	 Commercial Architecture	Architecting your commercial model to optimize the allocation of growth resources and maximize return on growth investments and assets
9	 Successful Implementation	The keys to successfully implementing RevOps and a menu of smart actions you can take to create impact with limited risk, change and investment
10	 The Future of RevOps	An overview where RevOps can take your business, performance and career and prepare for the certification exam

What do you get?

- **Fifteen hours of expert instruction** based on thousands of hours of research with leading practitioners, academics, and experts in the emerging field of Revenue Operations that puts graduates in the 95% percentile of their peers in terms of knowledge.
- 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, get promoted to more senior positions, and be effective in job interviews.
- Students and 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 **benchmark tool** to evaluate the best opportunities to apply learnings in your business and build a business case you can bring to your leadership to demonstrate how the lessons in this class can be put to work to drive revenues, profits, and growth.



The Revenue Operations Professional Certification is unique because it provides students a comprehensive understanding of the thirty-five “gears” of the modern revenue engine and the primary roles Revenue Operations plays in making it run better. This puts graduates stand out relative to their peers by arming them with a perspective of the aspects of growth they control, but also enable, support and inform for a complete strategic perspective on every growth lever in the business.

The diagram illustrates a comprehensive revenue management system, structured around a central hub and numerous interconnected components, represented by interlocking gears. The central gear is labeled **REVENUE OPERATIONS** and is highlighted in red. Surrounding it are various functional areas, each represented by a gear of different size and color (primarily grey, with key strategic areas in green).

Key Strategic Areas (Green Gears):

- CUSTOMERS** (Top): Focuses on customer onboarding & success, account health insights, and customer insights.
- GROWTH INVESTMENT** (Top Right): Focuses on growth investment, growth operating expenses, and growth capital investment.
- REVENUE GROWTH** (Right): Focuses on corporate growth target, historic baseline analysis, and market opportunity sizing.
- CASH FLOW** (Bottom Right): Focuses on revenue realization, revenue recognition, and margin analysis.
- PRODUCT OFFERINGS** (Bottom Left): Focuses on product design & innovation, product portfolio & pricing, and bid and proposal management.
- COMMERCIAL TECHNOLOGY** (Left): Focuses on technology portfolio optimization and digital marketing portfolio.

Operational and Support Functions (Grey Gears):

- Customer & Account Management:** Includes Customer Lifetime Value, Customer Onboarding & Success, Account Health Insights, Key Account Management, CRM Admin, and Engagement Data Hub.
- Revenue & Sales Operations:** Includes Revenue Insights, Revenue Enhancement Portfolio, Revenue Enablement Portfolio, Sales Enablement, Sales Engagement Cadence, Sales Training, Pipeline Reporting, Deal Desk Management, Commercial Process Alignment, and Margin Analysis.
- Growth & Investment:** Includes Growth Investment, Growth Operating Expenses, Growth Capital Investment, Sales Capacity Planning, Salesforce Strategy, Territory & Quota Plans, Opportunity Forecast, Revenue Plan, and Revenue Recognition.
- Technology & Innovation:** Includes Technology Portfolio Optimization, Digital Marketing Portfolio, Commercial Technology Portfolio Optimization, Knowledge Base Admin, Product Design & Innovation, and Product Portfolio & Pricing.
- Planning & Execution:** Includes Transaction Economics, Performance Analytics, Planning & Resource Allocation, Market Opportunity Sizing, Campaign Planning & Execution, and Revenue Realization.

The diagram visually represents the flow and interdependence of various business processes, from customer engagement and technology to financial outcomes and product development.



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DETAILED SYLLABUS

1.0 Introduction This module will teach you the goals of the Revenue Operations Certification Foundations course and how it can improve your performance, business results and career

- 1.1 Overview of the Revenue Operations Certification program
- 1.2 What is Revenue Operations
- 1.3 The Benefits of Revenue Operations
- 1.4 How the Course is Organized
- 1.5 What to expect in this course and on the exam

2.0 Foundations This module will provide a comprehensive overview of all thirty-five “gears” of the modern revenue engine and the primary roles Revenue Operations plays in making it run better

- 2.1 Introduction
- 2.2 A Deeper Exploration of Revenue Operations as a System for Scalable, Profitable and Reliable Growth
- 2.3 Overview of the Revenue Engine
- 2.4 Overview of the Revenue Operations Role
- 2.5 Module Review and Exam Preparation

3.0 Process Management This module will provide a thorough understanding of the processes that generate revenue in your business and the moments and metrics that matter along the revenue cycle

- 3.1 Introduction
- 3.2 An overview of the revenue cycle
- 3.3 The moments that matter in the revenue cycle
- 3.4 Measuring the performance of your commercial process: the metrics that matter
- 3.5 The stakeholders and teams that support the revenue cycle
- 3.6 The ways RevOps can improve the performance of the revenue cycle to generate financial impact
- 3.7 The pros and cons of different models for managing process performance
- 3.8 Module review and exam preparation

4.0 Collaboration Management This module will teach you how to engage, educate, and collaborate with the key product, marketing, sales, finance, and customer success stakeholders on your revenue team

- 4.1 Introduction to the key players on the revenue team
- 4.2 The role of Sales in the growth engine
- 4.3 The role of Marketing in the growth engine
- 4.4 The role of Product Management in the growth engine
- 4.5 The role of Customer Success in the growth engine
- 4.6 The role of the Chief Revenue Officer (CRO) in the growth engine
- 4.7 The role of Finance in the growth engine
- 4.8 Module review and exam preparation



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5.0 Systems Management This module provides a comprehensive overview of technology ecosystem that supports growth in a modern enterprise and how to use it to enable and augment sellers

- 5.1 Introduction to the systems that drive the modern revenue engine
- 5.2 An overview of the modern commercial technology ecosystem
- 5.3 Understand the core building block systems of the modern commercial technology portfolio
- 5.4 A simpler framework for understanding the technology building blocks that support revenue growth
- 5.5 The primary platforms, tools and solutions that enable the Revenue Operations ecosystem
- 5.6 Module review and exam preparation

6.0 Value Management This module will provide you a foundational understanding of the “math of growth” and the financial principles you need to quantify and communicate the value of revenue operations to leadership

- 6.1 Introducing the math of growth in your business
- 6.2 Eight math fundamentals you need to succeed in revenue operations
- 6.3 The math of pipeline, opportunity and revenue forecasting
- 6.4 The math of analyzing, defining and breaking down revenue targets
- 6.5 The math of sizing, prioritizing and forecasting customer value
- 6.6 The math of measuring your return on investments and assets
- 6.7 The math of transaction economics, KPI and the metrics that matter
- 6.8 The math of recording, recognizing and realizing revenues
- 6.9 The math that defines CEO Success
- 6.10 Building the business case for growth investment
- 6.11 Module review and exam preparation

7.0 Becoming Data Driven This module will teach you how to use advanced analytics and AI to turn data into knowledge that helps you better plan, execute and measure across the entire revenue cycle

- 7.1 The keys to using data to grow
- 7.2 Turning messy data into useful and organized information
- 7.3 Turning information into knowledge and insights
- 7.4 Turning knowledge into codified knowledge that can be monetized
- 7.5 Monetizing knowledge through Strategic Response Management
- 7.6 Module review and exam preparation

8.0 Commercial Architecture This module will teach you how to architect your commercial model to optimize the allocation of growth resources and maximize return on growth investments and assets

- 8.1 Introduction to Commercial Architecture
- 8.2 An example of the revenue planning process in action
- 8.3 Breaking down the gears and levers that tune the revenue engine
- 8.4 Territory and quota planning fundamentals
- 8.5 Module review and exam preparation

9.0 Successful Implementation The keys to successfully implementing RevOps and a menus of smart actions you can take to create impact with limited risk, change and investment

- 9.1 Successfully implementing Revenue Operations in your business
- 9.2 Six keys to executing revenue operations
- 9.3 Smart actions you can take to make an impact with limited change, risk and pain
- 9.4 A benchmarking tool to help you prioritize where to focus and invest your efforts
- 9.5 Module review and exam preparation

10.0 The Future of RevOps -An exam to make sure you are ready for the journey