

Knowledge K06 - Revenue Generation

Course Summary

Making money in the mixed modality world of technical training

Introduction

Revenue income can be achieved from two main sources, direct and indirect. On the direct side, it includes training sales, professional services and product sales teams. On the indirect side, it includes authorised training partners, channel partners and strategic alliances.

This module looks at the various pricing models that a training department might support, including how revenue can be generated via royalty payments, kit sales and revenue share schemes. It also considers the challenges associated with geographic pricing and how to maximise and protect revenue. The final sections cover renewals and the role of a customer success manager in maintaining regular contact with existing customers, to assist in maximising their use of training and their associated investment in it.

Topics

- Gross versus net revenue considerations
- Pricing model considerations
- Channel-related royalty, kit sales and revenue share
- Geographic pricing and currency implications
- Maximising and protecting revenue
- Renewals
- Customer success management

Prerequisites

Foundation Series