

Category

Commercial Excellence

Subscription & Recurring Revenue Commercial Excellence Playbook

Running commercial operations around renewal and expansion, not just the initial sale

- Executive
- Intermediate
- Template Included

- Administrator
- 22 June 2018
- 3 minute(s)

Overview

A framework for subscription and recurring revenue commercial excellence — restructuring commercial processes, metrics, and incentives around the full subscription lifecycle rather than treating the initial sale as the primary commercial event, given how much of subscription business value depends on renewal and expansion.

Isn't the initial sale still the most important commercial event

in a subscription business? The initial sale matters, but subscription business economics depend heavily on renewal and expansion revenue over the customer lifetime — commercial processes and incentives still oriented primarily around initial sale, as in traditional one-time-purchase businesses, miss where most subscription business value actually accrues.

What's the most common commercial excellence gap specifically in

subscription businesses? Sales incentive structures still weighted primarily toward new logo acquisition, without proportional incentive for renewal and expansion outcomes that actually drive subscription business economics over time.

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