

# ACCELERATE YOUR SUBSCRIPTION BUSINESS

ON-DEMAND

## What's your strategy for growing your subscription business?

Pricing expert Mark Stiving brings his expertise on subscription models to our Pragmatic Learning Network to help product teams improve their subscription businesses and drive growth. Gain clarity and certainty around the right tasks to accelerate growth at your current stage of business.

In this course, students will learn ↓

The three revenue buckets and how they drive prioritization

The three levers to pull to create and capture more value

Which growth strategies are best based on the lifecycle of a product

The four ways to grow revenue from a single customer



### About the Instructor

Mark Stiving, PhD, MBA, is founder and chief pricing educator at Impact Pricing LLC. He's a widely recognized pricing expert and marketing professional with over 25 years experience in price segmentation, pricing product portfolios and visionary pricing. Mark is a former Pragmatic Institute instructor and current Pragmatic Alumni Community Ambassador.

### Pragmatic Learning Network

The business world goes beyond the 37 boxes of the Pragmatic Framework. That's why we've combed the world for the best minds in product and business to build the Pragmatic Learning Network, a place where you can expand your skills with additional training.



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### On-Demand Training that Delivers

In three modules, you'll learn how to turn your subscription business into a revenue-generating juggernaut.

#### MODULE 1

##### INTRODUCTION TO SUBSCRIPTION VALUE MANAGEMENT

Learn fundamental concepts of subscriptions including:

- The three revenue buckets: win, keep and grow
- The three value levers: market segmentation, packaging and pricing metrics

#### MODULE 2

##### SUBSCRIPTION KPIS—UNIT METRICS

- Understand the most important metrics for every subscription business. Learn how to apply them to a real case study to demonstrate the viability metric, a crucial KPI to watch when launching a subscription product.

#### MODULE 3

##### HOW TO GROW A SUBSCRIPTION BUSINESS

- Learn about net dollar retention, an essential metric that captures the importance of expansion revenue. Use the subscription growth calculator to determine where your growth needs to come from, and which levers you need to pull to make it happen.