The CRO Accelerator Course

Make the jump from VP to C-Suite

Real Projects

Real Companies

Theory into Action

A 10-week Group Course designed specifically for Sales & Marketing Leaders who aspire to become Chief Revenue Officers or Build Revenue Leadership Expertise.

The course promises to help Sales Leaders expand their knowledge, assess, and develop their CRO-competencies and position themselves to land a CRO position and possess a framework for Revenue Leadership Success.

Program Detail

10- week, Live, Group Zoom Course, 10-12 Participants

Cost of Program: $5,000 US per participant

Includes 1 Year Membership to the CRO Collective Membership Community

Certification: Certified Professional Chief Revenue Officer

Format: One, 60-minute group session per week. Additional availability for 1-1 advisory as needed by email and/or text.

Session Recordings are provided.

Outcomes

Picture presenting to a company board/exec team

Create a strategy for growth in real-time

Assess your own CRO-Maturity Score

Identify and **develop** your Competencies and Skills

Expand your knowledge and understanding of the CRO Role

Every Program Offers

- Work with an actual growing B2B company
- Expert Mentorship
- Small Intimate Classes
- Collaborative teams
- Collective wisdom from peers
- Create a strategy for growth in real-time
- Assess your own CRO-Maturity Score
- Identify and Develop your Competencies and Skills
- Expand your knowledge and understanding of the CRO Role

Now, more than ever, CROs are the most critical hires for modern B2B businesses.

Revenue Misalignment has plagued B2B businesses for the last 50 years.

Sales & Marketing functions are too frequently mismanaged and operate in contentious silos.

A properly qualified, vetted, appointed and supported CRO brings unique capabilities and authority to align, manage and lead Sales, Marketing & Customer Success to generate revenue and build customer value.

The benefits of a strong CRO redound exponentially. When the three revenue functions are in lockstep, revenue and customer satisfaction all take off.

The CRO Accelerator Course offers a comprehensive framework and practical training ground to move you from VP to C-Suite and helps launch your critical next move into the most exciting and critical role in the B2B sector.

What you will Achieve

- Equips Aspiring CROs (learn how to) to gain a substantial competitive advantage in pursuit of the role.
- Understand the skills, knowledge, and competencies needed to be an effective CRO and get clear strategies for developing them - now.
- Learn what the CRO does to drive growth and achieve the strategic objective of the CEO/Business
- Role dynamics and how to arrange and organize your revenue operations team
- Understand how to build alignment between revenue operation functions
- Framework for going to market as a CRO
- Work directly with a live real-world case study with a start and develop a go-to-market CRO structure
- Learn how to expand and reshape your professional profile that communicates CRO-readiness.
- Learn strategies for identifying the right companies and sussing out the wrong ones.
- Develop a highly effective interviewing strategy to ensure that you stand out from the pack – and take powerful control of the interviewing process.
- Arm yourself with the right questions to ask to ensure you set yourself up to succeed.
- Gain the confidence that comes from having an actionable plan to implement and activate
- Mitigate the substantial risks that come with the role

Program Title
CRO Accelerator Course

Program Facilitator
Warren Zenna, Founder and CEO of The CRO Collective

Who the Course is for
- Sales Leaders, Revenue Leaders, Head of Sales, Director of Sales, Head of Marketing
- 5+ Years' Experience Managing a Sales Team or Marketing Function / Revenue Operational role
- Aspiration to become a CRO or a Revenue Leader

Course Curriculum Overview

Module 1: Intro / Course Overview

- Introductions
- Goals and Intended Outcomes
- Rules and Agreements
- Course Overview
- Promises of Course

Module 2: So, you want to be a CRO? Really?

- The Role, and what's expected.
- Sales Leader vs CRO - what's the difference?
- Sales Leader as a stage vs Sales Leader as a destination
- Why CROs are so critical- and the responsibility that comes with the role
- What CEOs "say" they are looking for vs what they need / How to tell the difference
- What do about it

Module 3: Are you Qualified? What makes a "good" CRO?

- The 8 Competencies of a CRO - Take the assessment - get your score
- Experience
- Skills
- Abilities
- Knowledge
- Leader vs Manager

What is the optimal profile for a CRO? What type of CRO do you need to be?
- The Starter CRO
- The Growth /Scale CRO
- The Turnaround CRO
- The Transitional CRO
- The Replacement CRO
- Which one of these is desirable? How to prepare for each

Module 4: Operationalizing the Role - Intro to The CRO Blueprint

- The Framework
- Building a Revenue Team / Revenue Team Structure
    - Job Descriptions
    - Remuneration Examples
- Hierarchy and Team Roles
- Revenue Operations
- Revenue Alignment and the Customer-Centric Model
- Operationalizing the Revenue Team

Module 5: Develop the Right Strategy

- Organizational / Functional Flywheel
- Customer Centricity – building the right culture
- How to determine the right framework for the company
- Pod Model / Assembly Line / etc.?
- SDR layer /
- Getting the right Marketing Mix
- Customer Lifetime Value / Customer Success

Module 6: Incubator Case Studies

- Incubator Company Intros / presentations
- State their current stage and challenges/needs/business goals
- Customer ID
- Pricing model
- Sector

Module 7: Tailoring the Blueprint for a Real Company

Startups Introduce their business plans / Participants are assigned companies to support

Module 8: Prepare Recommendations for Presentation
(give them a template to work with)

Participant Revenue Blueprints are designed

Module 9: Rehearse Presentations – Prep for Delivery

Group Prep and Rehearsal

Module 10: Company Presentations

Recommendation Presentations

Module 11: Graduation Ceremony / Certifications

Certifications and Scoring