



KNOW YOUR CUSTOMER

COURSE
SYLLABUS



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Wisdom & Guidance Born of Experience

INSTRUCTORS

The Revenue Academy courses are taught by experienced practitioners who are passionate about sharing their expertise and skills to help businesses and people succeed. We educate and empower teams to implement new strategies that support stability and long term growth. Each instructor brings real-world experiences and shares case studies and personal stories in their curriculum. We work in multiple formats to best support different learning styles and team dynamics.

RESOURCES

The Revenue Academy team has worked for decades in the fields of marketing, sales and technology. We have worked in Fortune 50 companies all the way down to mom and pop shops. Over the years, we have collected and created a vast library of helpful tools and templates. We make all of these resources available to you and your team to help support implementation after your coursework. Our seasoned team of strategists and practitioners are here to help you if you get stuck, broaden your perspective, connect you to others through our online community and provide you with the support you need to grow and succeed.

PHILOSOPHY

We know people and companies need outside help to grow, but we also know it's best when you are educated about what you need and are empowered to lead from a point of knowledge and understanding. At [The Revenue Academy](#), we challenge people to think differently about their revenue strategy and growth plans by working more collaboratively with their teams. We are passionate about helping people and companies reach their maximum impact. We help leaders, marketers and sellers build more dynamic relationships. We help provide clarity and structure to some of the more complex strategic imperatives to increase confidence, improve



Meet Your Course Instructor

ALLISON DYER

Allison is the Founder and CEO of The Revenue Academy. She has worked in marketing, sales and strategic consulting roles for over 20 years. She has worked with companies like Boeing, Honeywell, Sprint, Exxon, Aramark and Microsoft. She has run her own consulting practice for 3+ years working with smaller companies to build and deploy the infrastructure required to operate successful revenue marketing programs.

She worked at Marketo, an Adobe Company, in enterprise sales for 4 years, where she fell in love with helping teams align and succeed in the evolving landscape of marketing and sales. Together with her team she developed a Revenue Maturity Model that she uses in her consulting practice to establish a revenue maturity score and baseline with her customers. This allows her to identify key areas of opportunity for teams to excel together and also pinpoints areas of weakness where investments in education and training are needed to equip teams with the skills they need to excel in areas of customer connection and revenue generation.





How to Succeed with this Course



— KNOW YOUR CUSTOMER



— CREATE CUSTOMER STORIES THAT CONNECT



— CONQUER CONTENT



— BUILD A DATA-DRIVEN CUSTOMER JOURNEY



— LAUNCH CAMPAIGNS THAT INSPIRE ACTION



— DEPLOY THE RIGHT MARKETING TECHNOLOGIES



— BUILD EFFECTIVE REVENUE REPORTS



— KNOW YOUR REVENUE MATURITY BASELINE

The Revenue Academy courses are built from eight fundamental concepts that, if mastered, create a foundation for performance excellence and sustainable growth. Our courses focus on mastering fundamental concepts in marketing, sales and technology. Our instructors always bring real world examples to help with relatability and application. In each section of the course you will have the opportunity to engage in activities, share with peers, collaborate on new ways to think about strategic concepts, create new process, accomplish personal goals and accelerate your outcomes.

These are not lecture-based courses, they are interactive so you will be sure to get the most out of the material and experience. We recommend you schedule time each week to complete assignments and come prepared to discuss your questions together with your classmates.

We encourage you to be curious and engage with your classmates in order to maximize your learning opportunities.

To master these skills it does take patience, commitment, curiosity and reflection.

A few other ways to connect and continue your success after you've completed the course:

- Join our Private Facebook community - *Revenue Rock Stars*
- Stay up to date by following us on social media.



- Provide us feedback - *Link to a Survey for Feedback (general)*



Know Your Customer - Course Syllabus

KNOW YOUR CUSTOMER

Whether you are just starting your business, reviving it or maybe launching a new product or service. You will need to understand your customer and your prospective customers at a deeper level. You need to know what they are looking for and why, what do they desire? What are their ambitions? Those who take the time to learn from their customers, those who are naturally curious about them will win every time. This course teaches you how to get to know your customers like never before, so you can meet them where they are, provide them what they need, when they need it, while creating loyalty and trust.

The best companies don't guess. They are insatiably curious about their customer and can describe them in detail. After taking this course, you will have the tools to be able to do the same.

THIS COURSE WILL HELP YOU

- Create multiple customer canvases to help align teams around customer needs
- Connect with customers so you can effectively engage, convert and create loyalty
- Use existing data to better understand your customers and prospects



3 Formats to Choose From

FORMAT #1

DIY - ONLINE

Includes 60 minutes of video instruction, a comprehensive workbook with activities and examples for reference, a series of video support and learning tools and frameworks to support implementation.

COURSE TIME COMMITMENT

- 1-2 hours of videos content
- 3-6 hours to complete the activities but will vary depending on depending on your role, your company, your team and how deep you want to dive into the work.

SECTION 1 - COVERING THE BASICS:

- **VIDEO** - Why truly understanding your customer is so important.
- **WORKBOOK** - ACTIVITY 1: How do you describe your customer?
- **WORKBOOK** - ACTIVITY 2: Making your customer the hero of your story
- **VIDEO** - #1 Rule in Marketing Today
- **VIDEO** - PRO TIP 1: How to make your customer the HERO of your story.
- **VIDEO** - PRO TIP 2: How making assumptions about your customers can cause negative outcomes for your business.



3 Formats to Choose From

FORMAT #1

SECTION 2: COVERING THE BASICS:

- **VIDEO** - Getting Started with Data
- **VIDEO** - 4 Key Types of Customer Data
- **WORKBOOK** - ACTIVITY 3: Working with the data you already have
- **VIDEO** - 3 Key Benefits of Organizing your Customer Data
- **VIDEO** - PRO TIP 1: Where to get started organizing existing customer data
- **VIDEO** - PRO TIP 2: Who should be in charge of managing our customer data?
- **VIDEO** - PRO TIP 3: How do other companies deal with data?
- The surprising truth.
- **VIDEO** - PRO TIP 4: I am a team of ONE and not so much a data person. Where do I start?

SECTION 3: COVERING THE BASICS:

- **VIDEO** - Interviewing Customers
- **WORKBOOK**: ACTIVITY 4: Building a Customer Interview Strategy
- **VIDEO** - PRO TIP 1: How do I get real answers from customers when I am interviewing them?
- **VIDEO** - PRO TIP 2: Quick tips for developing effective customer interview techniques.

BONUSES:

- All participants get an invite to our private facebook group Revenue Rock Stars

[BUY ONLINE COURSE NOW](#)



3 Formats to Choose From

FORMAT #2

VIRTUAL CLASSROOM 5-WEEK COURSE

Includes 5 hours of virtual classroom instruction, team collaboration and live review of assignments. Invitation to classroom community for the duration of the course. Facilitation guides for running workshops. Support videos to help complete activities.

TIME COMMITMENT

- 4 hours of virtual classroom time
- 2-3 additional hours per week to complete the activities outside of the class

Week 1 - Virtual Classroom (30 minutes) - Course overview, introductions, homework review pick target customer to focus on throughout the course.

Week 2 - Virtual Classroom (60 minutes) - Lesson 1 - Complete your Customer Canvas - Dig deep and get curious about your customer, leverage your experiences and insights.

Week 3 - Virtual Classroom (60 minutes) - Lesson 2 and 3 - Complete the *It's All About Me* activity and learn how you stack up against your competitors on brand positioning and customer centricity.

Week 4 - Virtual Classroom (60 minutes) - Develop a customer interview strategy by role. Learn how to make customer curiosity a part of your sales, marketing and success strategies

Week 5 - Virtual Classroom (30 Minutes) - Bring all of your hard work together! This step will inform new communication strategies, help you develop refreshed messaging and offers that are in service to your customers and their needs.

BONUSES:

- 1:1 time with instructor post course to help with implementation
- Facilitation guides for running workshops with your teams
- All participants are invited to join our private facebook group Revenue Rock Stars



3 Formats to Choose From

FORMAT #3 ON SITE TRAINING

This format is best for larger cross functional teams, aiming to become more closely aligned to function as one high performing revenue team. This training is hosted over 2 days, 5 hours per day with built-in activities and breaks. We customize the training and all of the activities based on your business and your team. We conduct a thorough discovery ahead of time to ensure we are meeting your team where it is today. This is a workshop format, where we ask for all participants to get involved and interact as we go through the learning content and the activities in the workshop.

TIME COMMITMENT

- 1-3 hours of discovery time with course instructors and your team leaders
- Two business days, 5 hour sessions each day - all team members
- 5 hours additional consulting time with instructor

BONUSES:

- Facilitation guides for running workshops with your teams
- Special offers on all your future onsite courses with The Revenue Academy
- All participants are invited to join our private facebook group Revenue Rock Stars