

**REVENUE  
ACADEMY**



**2026**

# **COURSE CATALOG**

Winning by Design Revenue Academy is the leading provider of GTM team training for recurring revenue businesses. Our live interactive, hands-on training approach, paired with best-in-class frameworks and blueprints, increases performance and unifies your team around a common language.

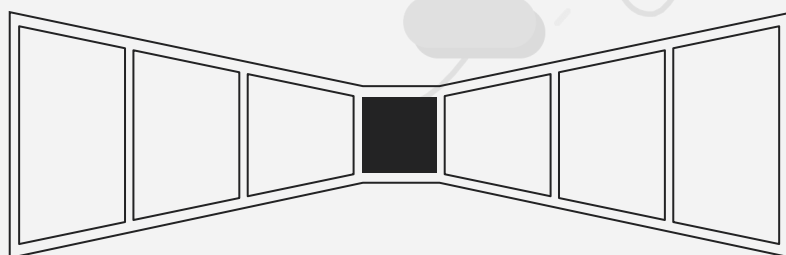


# PROVEN FRAMEWORKS

Courses are focused on actionable, customer-centric frameworks, reinforced by videos and blueprints to ensure adoption and repeatability.

## Including:

- SPICED™
- REKS™
- Revenue Architecture



## WHO WE SERVE

Helping 1,000+ B2B SaaS companies accelerate and scale growth

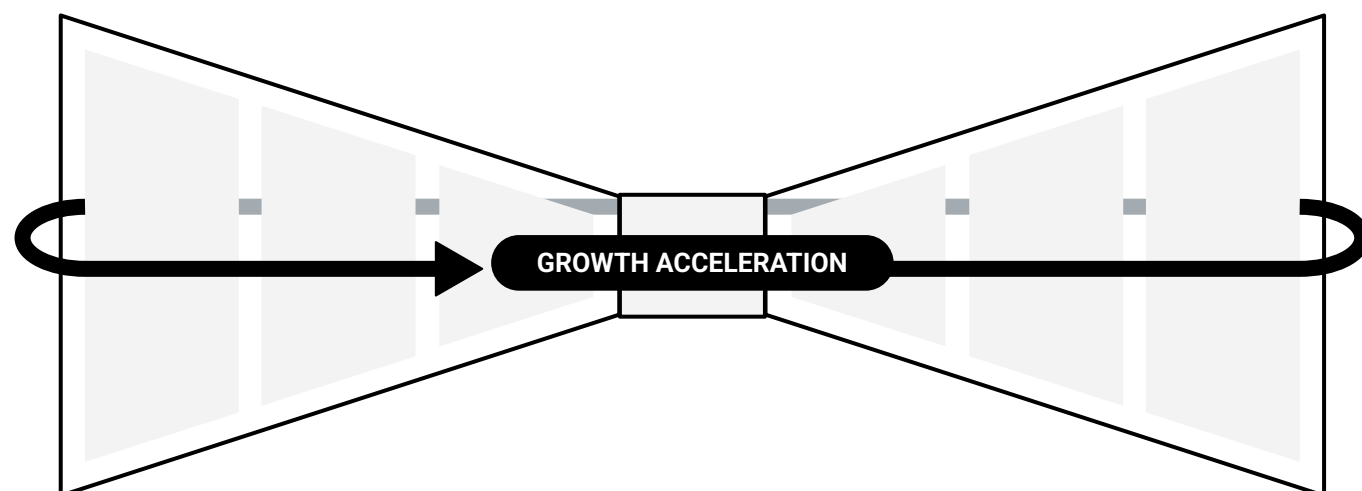


#1 rated provider of  
Sales Consulting & Sales Training

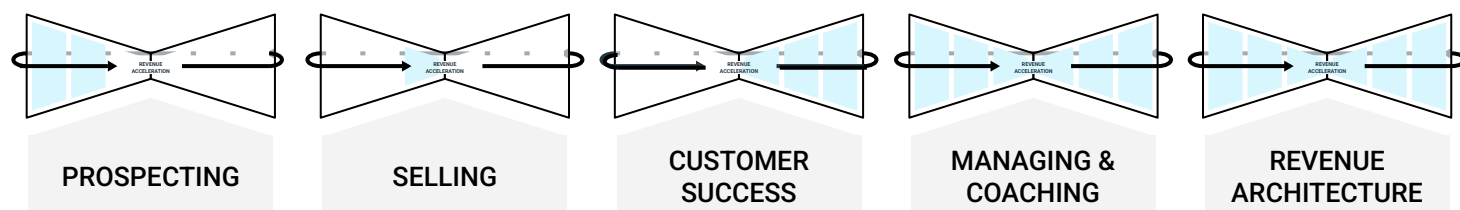


# TRAINING & COACHING OFFERINGS

Align your revenue team on a unified operating model.



## CURRICULUM ACROSS GTM ROLES



## OFFERINGS

1

### OPEN COURSES

These live instructor-led training are available through frictionless sign up on our website course calendar.

The courses are highly engaging flipped classroom style training, blended learning approach with access to frameworks, videos, and exercises.

Learners benefit by connecting with peers at other high-growth companies.

2

### PRIVATE COURSES

Our private courses offer the same tried and true curriculum but customized for your organization or portfolio companies and tailored to your schedule.

The private course includes 1:1 personalized onboarding and feedback session. We offer 3 levels of customization.

3

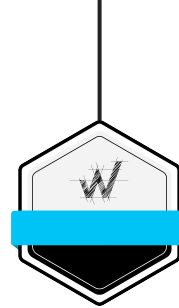
### COACHING

Our coaching program reinforces the concepts learned in training by applying them to real customer conversations.

The program includes weekly interactive group sessions with expert trainers, using the frameworks in real life role plays, call reviews, and scorecards.

# PROSPECTING

## COURSES & INFORMATION



### Prospecting for Impact

**Curriculum Includes:**

- How Great Prospectors Prioritize
- How to Influence at all Leadership Levels (with AI)
- How to Apply Research to Emails and Calls
- Driving Urgency with Relevant Questions
- How to Research
- The 4 Most Common Objections and how to Respond
- Tools, Sequences, and Time Management
- Leveraging Community Networks for Introductions

**Audience:** SDR Team

**Length:** 8 hours live / 2 hours LMS

**Industry-Recognized Certification**

### Prospecting into Enterprise Accounts

**Curriculum Includes:**

- Introduction to Account-Based Prospecting
- Account Research
- Stakeholder Research, Meetings, and Decision Processes
- Orchestrate Resources and Curate Content
- Develop Messages that Stand Out to Buyers
- Monitor Account Engagements and Refine Account Plans (with AI)
- Provocative Statements
- Advanced SPICED Handoff

**Audience:** ADR Team

**Length:** 8 hours live / 2 hours LMS

**Industry-Recognized Certification**

### FEATURED TRAINERS



**Shane McGrath**  
England, UK



**Antoine Mandy**  
Sonora, Mexico

### G2 REVIEWS

★★★★★

*"Practical, applicable sales training"*

ADAM  
Sales Development Rep

★★★★★

*"Winning by Design = an SDR winning lifestyle!"*

VIRGIL  
Director of Sales

★★★★★

*"Amazing course, amazing coaching, highly recommend"*

CHRIS  
Sales Development Rep

# SELLING

## COURSES & INFORMATION



### Selling for Impact

**Curriculum Includes:**

- The Sales as a Science Methodology
- The Science of Effective Communication
- Blueprint for a Perfect
- Discovery Call
- Prescribing with Storytelling (with AI)
- Diagnosing with Question-Based Selling
- Driving Impact and Urgency with Critical Events
- How to Prescribe with a Demo
- Trading vs. Negotiating

**Audience:** Customer-Facing Sales Team

**Length:** 8 hours live / 2 hours LMS

**Industry-Recognized Certification**

### Selling into Enterprise Accounts

**Curriculum Includes:**

- Provocative Selling (with AI)
- Understanding Critical Events
- Creating Urgency with Joint Impact Plans
- Navigating the Decision Process
- Influencing Decision Criteria for Success
- Facilitating Stakeholder Meetings
- Proof of Concept

**Audience:** Enterprise Sales

**Length:** 8 hours live / 2 hours LMS

**Industry-Recognized Certification**

### AI for GTM

**Curriculum Includes:**

- Start Every Call Ahead: The AI Daily Brief
- Research While You Sleep, Sell While You're Awake
- Run the Call, Prove the Impact
- Turn Every Call Into a Repeatable Skill

**Audience:** Sales & GTM Teams

**Length:** 4 hours live / 4 hours LMS

**Industry-Recognized Certification**

## FEATURED TRAINERS



**Melissa Huggett**  
Toronto, Canada



**Antoine Mandy**  
Sonora, Mexico



**Crismely Perez**  
Houston, USA

## G2 REVIEWS

★★★★★

*"Effective as heck"*

JONATHAN  
Account Executive

★★★★★

*"Sales professionals: this is the BEST investment"*

CLAUDIA  
Channel Account Executive

★★★★★

*"The best sales training I've ever had"*

JONATHAN  
Channel Account Executive

# CUSTOMER SUCCESS

## COURSES & INFORMATION



### Customer Success for Impact

#### Curriculum Includes:

- The Sales as a Science Methodology
- The Science of Effective Communication
- Blueprint for a Perfect Discovery Call
- Prescribing with Storytelling (with AI)
- Diagnosing with Question-Based Selling
- Driving Impact and Urgency with Critical Events
- How to Prescribe with a Demo
- Trading vs. Negotiating

**Audience:** Customer-Facing Sales Team

**Length:** 8 hours live / 2 hours LMS

**Industry-Recognized Certification**

### Account Management for Growth

#### Curriculum Includes:

- Uncovering Expansion Opportunities
- Strategic Planning and Collaboration
- Managing an Effective Renewal Cycle
- Demos, Objections, and Rejections
- How to Surface and Secure Expansions
- Building and Deepening Executive Relationships
- Trading vs. Negotiating
- How to Share a Compelling Story (with AI)

**Audience:** ADR Team

**Length:** 8 hours live / 2 hours LMS

**Industry-Recognized Certification**

## FEATURED TRAINERS



**Alia Pirani**  
Toronto, Canada



**Selena Rice**  
Toronto, Canada

## G2 REVIEWS

★★★★★

*"Solid sales & communication training, perfectly reimagined for a recurring revenue sales model"*

DOUGLAS  
Director, Customer Success

★★★★★

*"Excellent curated skills and principles for customer success"*

JASON  
Customer Success Manager, UK

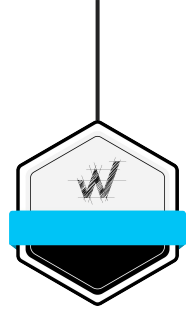
★★★★★

*"The best online classes I've ever taken"*

JAROSLAV  
Chief Customer Officer

# MANAGING & COACHING

## COURSES & INFORMATION



### Managing for Impact

**Curriculum Includes:**

- The REKS Coaching Framework
- High-Impact Coaching Tactics
- Role-Plays to Build Skills
- How to Run 1:1s and Team Meetings
- Structuring a Coaching Cadence
- Ongoing Skills Development
- How to Handle Candid Conversations and Give Productive Feedback

**Audience:** Customer-Facing Sales Team

**Length:** 8 hours live / 2 hours LMS

**Industry-Recognized Certification**

### Managing for Leadership

**Curriculum Includes:**

- Understanding Revenue Metrics and Math
- How to Manage with Metrics and Set Achievable Goals for Your Team Members
- Diagnosing Issues and Prescribing Solutions
- How to Run 1:1s
- Structuring a Coaching Cadence
- Defining "What Good Looks Like"
- Call Scorecards

**Audience:** Enterprise Sales

**Length:** 8 hours live / 2 hours LMS

**Industry-Recognized Certification**

### Facilitator Certification

**Curriculum Includes:**

- Enhancing Engagement
- Commanding the Room
- Captivating Attention
- Tailoring the Experience

**Audience:** Sales & Enablement Leaders

**Length:** 4 hours live / 12 hours LMS

**Industry-Recognized Certification**

## FEATURED TRAINERS



**Antoine Mandy**  
Sonora, Mexico



**Shane McGrath**  
England, UK

## G2 REVIEWS

★★★★★

*"Simply extraordinary. The course was beautifully led... with lots of energy, practical examples, and self-reflection."*

EDDYMAR  
Sales Manager

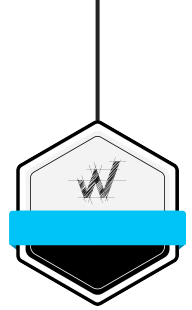
★★★★★

*"Simple yet effective ways to improve and provide value in 1:1s, team meetings, and coaching sessions"*

ROXANNE  
Manager, Client Services

# REVENUE ARCHITECTURE

## COURSES & INFORMATION



### Revenue Architecture

#### Curriculum Includes:

- The Revenue Model
- The Data Model
- The Mathematical Model
- The Operating Model
- The Growth Model
- The GTM Model

**Audience:** Revenue Leaders

**Length:** 12 hours live / 4 hours LMS \*

**Industry-Recognized Certification**

\* 1-SESSION AND SELF-PACED  
"ESSENTIALS IN REVENUE  
ARCHITECTURE" COURSE  
OPTIONS ALSO EXIST



### Bowtie Analytics

#### Curriculum Includes:

- Mechanics of Bowtie Analysis
- Conversion Calculations
- Left Side of Bowtie Interpretation
- Right Side of Bowtie Interpretation

**Audience:** Revenue Leaders

**Length:** 6 hours live / 1 hour LMS

**Industry-Recognized Certification**



### Insight Engineering

#### Curriculum Includes:

- Consulting Foundations
- Causality Toolkit
- Client Delivery

**Audience:** Revenue Leaders

**Length:** 6 hours live / 1.5 hours LMS

**Industry-Recognized Certification**



### Growth Architecture

#### Curriculum Includes:

- How Recurring Revenue Works
- How Compound Growth Works
- Architecting Modern Growth Machines
- Growth Architecture in Action

**Audience:** Revenue Leaders

**Length:** 8 hours live / 2 hours LMS

**Industry-Recognized Certification**

## FEATURED TRAINERS



**John Grispon**  
St. Louis, USA



**Fiona Chiu**  
Vancouver, Canada



**Walter Taboada**  
Cancún, Mexico



**Jacco van der Kooij**  
San Francisco, USA

## G2 REVIEWS

★★★★★

"My biggest takeaway that I'm planning to apply going forward: The GTM Models aligning Sales, Marketing, and Customer Success."

JORDAN

Director of Sales Strategy

★★★★★

"Long live the Bowtie! It's hard to pick the best learning, but the growth model and the exponential relationship between the CRs of a sales process were huge eye-openers for me."

CRIS / VP, Customer Success

# SKILLS COURSES

## COURSES & INFORMATION



### Discovery Using SPICED

**Curriculum Includes:**

- SPICED Overview
- Mastering Discovery Calls
- Diagnosis and Prescription
- Impact Toolkit

**Audience:** Customer-Facing Roles

**Length:** 2 hours live

**Industry-Recognized Certification**

### Storytelling

**Curriculum Includes:**

- Storytelling Techniques
- Compelling and Memorable Stories
- Aligning Stories with Impact
- Impact Toolkit

**Audience:** Customer-Facing Roles

**Length:** 2 hours live

**Industry-Recognized Certification**

### FEATURED TRAINERS



**Selena Rice**  
Toronto, Canada

### G2 REVIEWS

★★★★★

*"Winning by Design's curriculum helped to equip me with sales techniques and skills to help me succeed in a career transition."*

SEAN  
SDR/BDR

★★★★★

*"Learnings can be help any sales professional sharpen their skills and become experts."*

JEAN  
Sales Manager