



Revenue Acceleration Playbook

Expert-led Capability Program for Commercial Excellence & Revenue Growth in PE-Backed Portfolio Companies

6 Months Workshop | Coaching

Designed for CEOs, CROs, Business Heads, Sales Leaders and Commercial Excellence Teams responsible for accelerating profitable growth, improving commercial execution and creating sustainable enterprise value.

Revenue Acceleration Playbook

A Dedicated, Expert-Led Program for Portfolio Companies Building High-Performance Commercial Organizations

For Operating Partners supporting revenue growth initiatives across their portfolio companies—helping leadership teams strengthen pricing, sales effectiveness, customer strategy and commercial execution to accelerate value creation.

Our Signature Program

Built around your company's commercial strategy—not generic sales training.

Every workshop is customized using your products, customers, pricing models, channels and growth priorities.

Faculty who've scaled commercial organizations.

Sessions are led by former CROs, CEOs, Commercial Excellence Leaders, Sales Directors and Pricing Specialists—not trainers teaching theory.

Designed for measurable business outcomes.

Every module concludes with implementation plans, commercial scorecards and initiatives that can immediately be deployed inside the business.

Covers the complete commercial engine.

Beyond sales capability, the program develops pricing, GTM strategy, customer success, key account management and revenue governance.

Commercial excellence through implementation.

Participants work on live customer opportunities, pricing decisions and growth initiatives throughout the engagement.

Powered by India's Largest Expert Network.

Access commercial practitioners, pricing experts, GTM specialists and industry leaders from Infollion's expert ecosystem.

At a Glance

Format	Expert-led workshops + implementation coaching
Duration	24 weeks
Cadence	Weekly 3–4 hour sessions
Delivery	Virtual / Onsite / Hybrid
Structure	8 core modules
Pre-Program	Commercial Capability Assessment
Post-Program	Revenue Growth Roadmap & Commercial Dashboard

Designed for:



CEOs, Chief Revenue Officers (CROs)



Sales Directors, Commercial Excellence Teams



Business Unit Heads
Marketing & Customer
Success Leaders

Core Modules

Module 1: Commercial Strategy & Growth Opportunities

Identifying the highest-impact revenue opportunities by evaluating markets, customers, channels and competitive positioning.

1. Commercial Diagnostics & Growth Opportunity Assessment
2. Customer Segmentation & Value Proposition Design
3. Market Expansion & New Revenue Opportunities
4. Product & Portfolio Growth Strategy
5. Building a Commercial Growth Roadmap

Module 2: Pricing & Commercial Excellence

Strengthening pricing discipline, commercial processes and sales effectiveness to improve margins and accelerate profitable growth.

1. Pricing Strategy & Value-Based Pricing
2. Commercial Negotiation Excellence
3. Deal Qualification & Pipeline Management
4. Key Account Growth Strategies
5. Commercial Dashboards & KPI Governance

Module 3: GTM Transformation & Revenue Execution

Creating a scalable Go-to-Market engine that consistently delivers predictable revenue growth.

1. Go-to-Market Strategy
2. Sales Process & Funnel Optimization
3. Channel Development & Partner Strategy
4. Customer Success & Retention
5. Revenue Forecasting & Sales Performance Management

Module 4: Executive Commercial Coaching

Helping commercial leaders translate strategic growth plans into measurable business outcomes.

1. Commercial Leadership & Decision Making
2. Building High-Performance Sales Organizations
3. Revenue Review Cadence & Operating Rhythm
4. Executive Coaching for Sales Leaders
5. Developing the Commercial Leadership Bench

Module 5: B2B Sales Excellence

Strengthening enterprise sales capabilities for complex B2B environments.

1. Consultative Selling
2. Enterprise Account Management
3. Solution Selling
4. Sales Coaching & Performance Management

Module 6: Pricing & Profitability

Improving both top-line growth and margin expansion through better pricing capability.

1. Pricing Analytics
2. Discount Governance
3. Price Increase Strategies
4. Margin Improvement Initiatives

Module 7: Customer Experience & Growth

Building stronger customer relationships to improve retention, cross-sell and lifetime value.

1. Voice of Customer Programs
2. Customer Journey Design
3. Customer Success Operating Model
4. Cross-Sell & Upsell Strategies

Module 8: Digital Commercial Excellence

Leveraging digital tools and AI to improve commercial productivity and decision-making.

1. CRM Adoption & Optimization
2. AI for Sales Productivity
3. Marketing Automation
4. Commercial Analytics & Dashboards

Commercial Excellence Immersion (Elective)

- Commercial Excellence Benchmark Visits
- Customer-Centricity Workshops
- Revenue Growth Roundtables with CROs
- Pricing Strategy Simulations