

Revenue Growth & Industry Readiness Program

Six weeks. Thirty-four topics. One capstone reviewed by a person.
Built on the methodology in The Revenue Operating System.

6

WEEKS

34

TOPICS

8

CAPSTONE ARTEFACTS

₹14,999

ALL TAXES INCLUDED

Programme Brochure | 2026

Online and self-paced • Slide-based lessons • Certificate of Completion on capstone approval

www.sirtikalearning.com

What this brochure covers

Twenty-two pages, five sections.

The case

03 – 04

Why revenue is the least formally taught function in business education

The programme

05 – 07

What it is, how it is delivered, and who it is for

The curriculum

08 – 13

All thirty-four topics, week by week

The capstone and the credential

14 – 17

Eight artefacts, human review, and what the certificate is

Outcomes, institutions, and commercials

18 – 22

Roles, college delivery, fees, access, and refunds

Read this first

The programme is delivered online and is self-paced. It uses structured, view-only slide lessons. There are no live classes and no video lectures. The capstone is the only graded artefact, and it is reviewed by a person. Everything in this brochure is written to match the Terms of Use and Refund Policy published at www.sirtikalearning.com.

Revenue is the least formally taught function in business

Every company depends on it. Almost no curriculum explains how it works.

01

Business education explains structure, not growth

Finance, operations, and strategy are taught in depth. How a company reliably finds customers, moves them through a process, and forecasts what will close is largely left to on-the-job learning.

02

B2B hiring in India keeps expanding

SaaS, IT services, BFSI, fintech, and enterprise technology hire inside sales executives, business development executives, and revenue operations associates in volume every year. The supply of trained candidates has not kept pace.

03

Graduates compete on theory, not application

When a recruiter asks how you would build a pipeline, qualify an opportunity, or defend a price, textbook definitions do not survive the follow-up question.

04

Early-career professionals inherit habits, not systems

Most people learn selling by copying whoever sits next to them. That works until the individual leaves, and the results leave with them.

05

The problem is structural, not motivational

Revenue rarely stalls because people are not trying hard enough. It stalls because there is no operating model underneath the effort.

The premise of this programme

Revenue can be taught as a system rather than as a personality trait. That system has documents, rituals, roles, and a rhythm, and it can be learned, applied, and defended.

What SIRTIKA Learning OS teaches

A revenue operating model, not a collection of sales tips.

THE FIVE FUNCTIONS OF A REVENUE ENGINE

TARGET

Who to sell to, on evidence rather than instinct: the ideal customer profile, the buyer roles inside it, and the demand math that turns a target into weekly activity.

ENGAGE

How to earn and run the first meeting, and how to frame value in rupees, time, and risk rather than in features.

CLOSE

How opportunities move: stage gates with exit criteria, deal acceleration, price defence, and objection handling that answers what was actually said.

GOVERN

How the engine is run: the weekly pipeline review, a forecast that can be defended, and a dashboard where every number triggers an action.

SCALE

How it grows beyond one person: marketing on the same calendar, partners operated as revenue, and compensation that pays for the right behaviour.

INSTALL

How the model is put into a real company in ninety days, transferred to other people, and kept from drifting once it is running.

The governing idea

The system is the strategy. Most revenue problems are structure problems wearing the costume of an effort problem, and structure is something you can install.

The programme at a glance

Six weeks, thirty-four topics, one capstone.



THE SIX-WEEK SPINE

WEEK 1	Foundation & TARGET Why revenue stalls, what an operating model is, and how to define exactly who to sell to.	Topics 1-6
WEEK 2	ENGAGE & CLOSE Win the meeting, frame value in ₹, and move deals through defined stages to a signed contract.	Topics 7-13
WEEK 3	GOVERN & SCALE Run the pipeline on a rhythm, forecast defensibly, and scale with marketing, partners and comp.	Topics 14-20
WEEK 4	Installing the System Take the complete model from design to a running reality that survives without its builder.	Topics 21-24
WEEK 5	AI in the Revenue Operating Model Where AI genuinely helps across the workflow and systems layer, and where the human decides.	Topics 25-27
WEEK 6	Career, Venture & Capstone Founder-led selling, business economics, career readiness, and the panel-ready capstone.	Topics 28-34

How the programme is delivered

Stated plainly, so that expectations are set before enrolment.

Online and self-paced

You work through the curriculum in your own time. There are no fixed batch timings and no attendance requirement.

Slide-based lessons

Each topic is a structured, view-only slide deck inside the student portal. The programme does not use video or audio lectures.

No live classes

There is no scheduled instructor session included in the programme fee. Live facilitation is arranged separately with institutions.

One human-reviewed artefact

The capstone is the only graded submission. SIRTIKA reviews it and returns written feedback before any certificate is issued.

Six weeks is a pace, not a deadline

The structure is designed to be completed in six weeks alongside study or a job. You may move faster or slower within your access period.

Downloadable working material

The workbook, framework templates, and career toolkit are provided for you to keep and use. Teaching slides remain view-only.

What is protected, and why

Teaching content is watermarked and view-only, and account sharing is not permitted. This protects the curriculum for every learner who paid for it. The full terms are published at www.sirtikalearning.com/terms.

Technical requirement: a laptop or desktop with a current browser and a stable internet connection. A mobile device is workable for reading, but the capstone templates are best completed on a computer.

Who this programme is for

Three groups, one curriculum.

Final-year students

Entering B2B sales, marketing, business development, or general management roles, and needing something specific to say in a placement interview.

Recent graduates

Seeking placement-readiness and practical revenue skills, particularly those who studied commerce, management, or engineering and are moving toward a commercial role.

Working professionals

Early-career inside sales executives, business development executives, and revenue operations associates who want the structure behind what they are already doing.

Founders and self-employed

Running founder-led selling without a sales team, and wanting a repeatable model rather than a personal hustle.

NO PRIOR EXPERIENCE IS ASSUMED

The curriculum starts from first principles. You do not need a sales background, a technical background, or an MBA. You do need to be willing to build artefacts rather than only read about them.

Where this programme is a poor fit

It is not a B2C or retail selling course, not a digital-marketing course, and not preparation for any regulated examination or licence. If you want live instructor-led classroom teaching, this programme in its individual form is not the right purchase.

Week 1 — Foundation & TARGET

Why revenue stalls, what an operating model is, and how to define exactly who to sell to.

TOPICS 1 - 6

6 TOPICS

01

Why Revenue Engines Stall

Four symptoms of a stalled engine, three fixes that fail, and why revenue is a structure problem.

02

What a Sales Operating Model Is

The four parts that make revenue repeatable, and the four things people confuse it with.

03

The Five Functions Tour

Target, Engage, Close, Govern, Scale — the full B2B revenue engine in one walkthrough.

04

The Ideal Customer Profile

The five-second test, and the three lenses that separate a working ICP from a wall poster.

05

The Buyer, Not the Company

The five roles in every B2B deal, and why most losses are mapping failures, not pitch failures.

06

The Demand Math

The five-variable equation that turns a forecast from an argument into an audit.

Week 2 — ENGAGE & CLOSE

Win the meeting, frame value in ₹, and move deals through defined stages to a signed contract.

TOPICS 7 - 13

7 TOPICS

07 The Executive Meeting

The four outputs every first meeting must produce, and the seven-phase arc that gets them.

08 Value, Not Features

The one-page value frame that survives procurement and reaches rooms the seller never enters.

09 From Curiosity to Commitment

Why 'very interested' is not a deal: the ladder of commitments that ends in a signed contract.

10 The Stage Gate

Why most pipelines lie, and the exit criteria that make a pipeline you can manage.

11 Deal Acceleration

Reading a stuck deal before working it: four failure modes and the verdict that unfreezes it.

12 Defending the Price

Why the discount conversation is won months earlier: a price made defensible, not improvised.

13 Objection Handling Without Theatre

Tell a question from a stall from a wall, and answer what the buyer actually said.

Week 3 — GOVERN & SCALE

Run the pipeline on a rhythm, forecast defensibly, and scale with marketing, partners and comp.

TOPICS 14 - 20

7 TOPICS

14 The Weekly Pipeline Review

A managed review decides about the pipeline: three modes, a five-item agenda, no parking lot.

15 The Forecast

A forecast that argues about deals, not the number: Commit, Best Case, Weighted.

16 The Dashboard

A decision dashboard that tells you what to do: three pages, ten minutes, every number an action.

17 The 30-Day Activation

The bridge from a built system to a running one, and why models die within ninety days.

18 Marketing: Same Calendar as Sales

One calendar, one set of definitions, one scorecard, back-calculated from the sales quota.

19 Partners as Revenue, Not Logos

A revenue partnership is operated, not announced: co-sell, a real handoff, a shared number.

20 Compensation Without Drama

A comp plan that is simple, aligned and stable: it pays for the behaviour the model needs.

Week 4 — Installing the System

Take the complete model from design to a running reality that survives without its builder.

TOPICS 21 - 24

4 TOPICS

21 The First 90 Days

The week-by-week sequence and pace that take the model from design to running reality.

22 When the Installer Steps Away

Whether the system keeps running once the builder steps away: captured and transferred.

23 For the Founder Reading This Alone

No RevOps, no consultant, no CRO: what to install yourself, what to defer, how to start alone.

24 What Comes After the Install

Systems drift if left alone: the QBR and recalibration that keep the model evolving.

Week 5 — AI in the Revenue Operating Model

Where AI genuinely helps across the workflow and systems layer, and where the human decides.

TOPICS 25 - 27

3 TOPICS

25

AI in the Revenue Workflow

AI is a tool, not a system: where it helps, and how to use it without losing discipline.

26

AI in CRM and RevOps

AI in the layer beneath the rep: where it sharpens the system, and how to govern it.

27

Human + AI Decision Making

AI prepares the work; the decision is what is left, and the human owns the call.

Week 6 — Career, Venture & Capstone

Founder-led selling, business economics, career readiness, and the panel-ready capstone.

TOPICS 28 - 34

7 TOPICS

28 How Startups Get Their First 10 Customers

The first ten are won by hand, and that hand-selling reveals the model you will later build.

29 Building a Business Without Funding

The case for revenue-first growth: the business pays for itself, the founder keeps control.

30 Building Your Professional Brand

Your brand is your personal go-to-market: how employers find you, trust you, and choose you.

31 Interview and Role-Play Readiness

The interview is a sale: you are the product, the role-play is the demo, and you have trained for it.

32 Understanding Business Economics

What a customer costs, what they are worth, and whether the engine is efficient.

33 Capstone: Revenue Growth Blueprint

Build a company's complete revenue operating model: eight artefacts in one coherent system.

34 Capstone: Present to the Panel

Defend your Blueprint: tell it as one story and trace every decision to the system.

The capstone: Revenue Growth Blueprint

Eight artefacts that assemble into one coherent system.

Across the six weeks you build, one piece at a time, a complete revenue operating model for a company of your choosing. It may be a real company or a hypothetical one. In the final week you assemble the pieces into a single Blueprint and defend it.

THE EIGHT ARTEFACTS

1	Ideal Customer Profile	Who the company should sell to, and the evidence behind that choice.
2	Buyer Persona Map	The five roles in the deal, what each one cares about, and how to reach them.
3	Outreach Plan	The sequence, the channels, and the message that earns the first meeting.
4	Value Proposition	A one-page value frame quantified in ₹, time and risk.
5	Sales Process	Stages with exit criteria, so the pipeline can be managed rather than described.
6	Revenue Dashboard	The numbers that drive decisions, and the action each one triggers.
7	AI Usage Plan	Where AI is applied in the workflow, and where the human keeps the decision.
8	Panel Presentation	The whole system told as one story, defended live.

How the capstone is reviewed

One human-graded artefact, with written feedback.

01**You submit through the student portal**

The Blueprint is uploaded as a single submission against the eight artefacts. You may save drafts and revise before you submit.

02**A SIRTIKA assessor reads it**

The submission is reviewed against a published rubric covering evidence, internal consistency, and whether the artefacts connect into one system rather than eight separate documents.

03**You receive written feedback**

Feedback is returned in writing against each artefact, identifying what holds up and what does not. The working target for return is ten business days from submission.

04**You may revise and resubmit**

If the Blueprint is not yet approved, you receive the reasons and one opportunity to revise and resubmit within your access period.

05**On approval, the certificate is issued**

Approval triggers issue of your Certificate of Completion, carrying your name, the programme title, the issue date, and a unique certificate reference number.

The other twenty-five deliverables are not graded

The exercises attached to Topics 1 to 32 build your portfolio and feed the capstone, but they are not marked. This is deliberate: the programme assesses whether you can assemble a working system, not whether you completed worksheets.

What every student receives

Working material you keep, and one credential you earn.

Programme Workbook

A companion to all thirty-four topics, with the exercises for each and the chain tags showing how each output feeds the next.

Practical Framework Templates

Eight fillable templates, one for each capstone artefact, structured so that completing them produces a usable Blueprint.

Career Readiness Toolkit

Interview preparation, role-play structures, and the vocabulary and positioning material used in Week 6.

Written capstone feedback

An assessor's written response against each of the eight artefacts, returned before any certificate decision.

Certificate of Completion

Issued on approval of your capstone, carrying a unique certificate reference number.

Portal access for your access period

All thirty-four topic decks, available view-only, revisitable as often as you need within your access window.

The book is a separate purchase

The Revenue Operating System is the methodology behind the curriculum, and the programme is self-contained without it. If you want the source text, it is available separately at sirtika.com.

The Certificate of Completion

Stated precisely, because precision is the point.

WHAT IT IS

- A Certificate of Completion issued by SIRTIKA.
- Evidence that you completed the thirty-four topics and that your capstone Blueprint was reviewed and approved.
- Issued in your name, with the programme title, the issue date, and a unique certificate reference number.
- A portfolio artefact you can cite in an application, an interview, or a professional profile.

WHAT IT IS NOT

- Not a degree, diploma, or academic qualification.
- Not an accreditation, licence, or professional certification, and not recognised by any regulator or university.
- Not a guarantee of employment, placement, internship, or any specific career outcome.
- Not affiliated with, endorsed by, or issued under any statutory education body.

HOW IT IS EARNED

1

Work through all
thirty-four topics

2

Build the eight
capstone artefacts

3

Submit the
Blueprint

4

Certificate issued
on approval

SIRTIKA may withhold or revoke a certificate in cases of academic dishonesty, misrepresentation, or breach of the Terms of Use.

Roles this programme prepares you for

What the curriculum maps to in the Indian B2B market.

Inside Sales Executive (ISE)

The core role the curriculum maps to: qualification, pipeline discipline, and value framing from a desk-based seat.

Sales Development Representative

Prospecting, outreach sequencing, and the first-meeting arc covered across Weeks 1 and 2.

Business Development Executive

Territory and account thinking, executive meetings, and commercial negotiation.

Revenue Operations Associate

The governance layer: pipeline reviews, forecasting, dashboards, and CRM discipline from Week 3.

Go-to-market or Growth Associate

The cross-functional seat where marketing, partners, and sales share one calendar and one scorecard.

Founder or self-employed seller

Founder-led selling, first customers, unit economics, and building without external funding, from Weeks 4 and 6.

What actually changes in an interview

Most candidates answer a pipeline question with an opinion. After this programme you answer with a structure, and you have a Blueprint you can put on the table. That is the difference the curriculum is built to produce.

SIRTIKA does not guarantee employment, placement, internship, salary, or any specific career outcome. The programme is educational. Hiring decisions rest entirely with employers.

The methodology behind the curriculum

One source text, fourteen chapters, thirty-four teaching topics.

THE REVENUE OPERATING SYSTEM

The book by Naveenn Suri from which this curriculum is drawn. Every topic in the programme maps back to its chapters, and the phrase that governs the whole method is simple: the system is the strategy.

WHY THIS IS NOT ASSEMBLED FROM PUBLIC SALES CONTENT

01

It comes from one coherent method

The curriculum is derived from a single published methodology rather than stitched together from unrelated frameworks. Named tools such as BANT and MEDDIC appear as supporting evidence instruments, not as the structure itself.

02

It is written for the Indian B2B context

Deal sizes, buying committees, procurement behaviour, and compensation norms are drawn from Indian market practice, with worked examples in rupees.

03

It teaches installation, not only concepts

Weeks 4 and 6 deal with putting the model into a real company and transferring it to other people, which is the part most sales education omits entirely.

ABOUT THE AUTHOR

Naveenn Suri is the founder of SIRTIKA and the author of The Revenue Operating System. SIRTIKA is a revenue growth architecture practice based in Delhi that advises B2B technology companies on building revenue engines. The programme is the applied, practitioner-level version of that work.

For colleges and institutions

Run the programme for a batch, without building anything.

01**Bulk enrolment at negotiated pricing**

Institutions enrol batches of twenty or more students at pricing agreed in advance. The institution is invoiced once rather than collecting from students individually.

02**SIRTIKA handles onboarding**

We create every student account, issue login credentials, and provide a single point of contact for access issues throughout the programme.

03**The same curriculum, unchanged**

Batch students receive the identical thirty-four-topic programme, the same capstone review, and the same Certificate of Completion. There is no reduced institutional version.

04**Progress reporting for the placement cell**

Your coordinator receives periodic progress and completion reporting for the batch, so the placement team can track readiness without chasing students.

05**SIRTIKA-branded certificates**

Certificates are issued in SIRTIKA branding with a unique certificate reference number, and can note the institution where that is agreed in advance.

What the institution provides

A batch list, a single coordinator, and a communication channel to students. There is no curriculum design work, no faculty training requirement, and no infrastructure to install.

Live faculty-led delivery, trainer enablement, and multi-batch institutional dashboards are available under a separate arrangement and are not included in the individual programme fee. Contact us to discuss scope.

Fees, access, and refunds

One programme, one price, published terms.

PROGRAMME FEE

₹14,999

One-time payment, inclusive of all taxes

Access period

3 months from enrolment

Payment

Razorpay — UPI, card, or net banking

REFUNDS — SUMMARY OF THE PUBLISHED POLICY

01

A ten-day window

You may request a refund within ten calendar days of activating the programme, provided you have accessed no more than ten per cent of the content, have not submitted your capstone, and no certificate has been issued.

02

How to request

Email us from your registered address with your name, transaction reference, and reason. Approved refunds are returned to the original payment method through Razorpay, ordinarily within five to ten business days of approval.

03

Where refunds do not apply

After the ten-day window, once a certificate has been issued, or on free, discounted, scholarship, or institution-sponsored enrolments unless the relevant institutional agreement provides otherwise.

04

Institutional enrolments

Refunds for students enrolled through a college or partner are governed by the agreement with that institution and are handled through it.

This is a summary for convenience. The published Refund Policy and Terms of Use at www.sirtikalearning.com govern in all cases, and prevail over anything stated in this brochure.

NEXT STEP

Build real revenue capability.

Enrolment is open and the programme starts the moment you register. If you are an institution, we would like a thirty-minute conversation about your batch and your placement goals.

INDIVIDUAL ENROLMENT

www.sirtikalearning.com/register

CURRICULUM AND PRICING

www.sirtikalearning.com

INSTITUTIONAL ENQUIRIES

www.sirtikalearning.com/contact

THE BOOK

sirtika.com

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