

Revenue Growth & Industry Readiness Program

The complete 34-topic curriculum — six weeks, from why revenue stalls to a panel-ready capstone.

6 WEEKS	34 TOPICS	8 CAPSTONE ARTEFACTS	1 CERTIFICATE OF COMPLETION
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HOW THE PROGRAMME IS DELIVERED

Online and self-paced	You work through the curriculum in your own time. There are no live classes and no fixed batch timings.
Slide-based lessons	Each topic is a structured, view-only slide deck. The programme does not use video or audio lectures.
One human-reviewed capstone	The capstone is the only graded artefact. SIRTIKA reviews your submission and returns written feedback.
Six weeks is the designed pace	It is the recommended schedule, not a deadline. Most learners complete it alongside study or work.

THE SIX-WEEK SPINE

WEEK 1	Foundation & TARGET	Topics 1–6	6
WEEK 2	ENGAGE & CLOSE	Topics 7–13	7
WEEK 3	GOVERN & SCALE	Topics 14–20	7
WEEK 4	Installing the System	Topics 21–24	4
WEEK 5	AI in the Revenue Operating Model	Topics 25–27	3
WEEK 6	Career, Venture & Capstone	Topics 28–34	7

WHAT EVERY STUDENT RECEIVES

- Programme Workbook (34-topic companion)
- Practical Framework Templates (8 fillable capstone artefacts)
- Career Readiness Toolkit
- Written feedback on your capstone submission
- Certificate of Completion on capstone approval

THE CREDENTIAL

On approval of your capstone, SIRTIKA issues a Certificate of Completion.

It is a Certificate of Completion only. It is not a degree, diploma, accreditation, licence, or professional certification, and it is not affiliated with any university or regulatory body.

Programme fee ₹14,999 inclusive of all taxes Access 3 months from enrolment Institutional pricing available for batches of 20+

Weeks 1 – 2

WEEK 1 Foundation & TARGET

6 TOPICS

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

- 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

7 TOPICS

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

- 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.

Weeks 3 – 4

WEEK 3 GOVERN & SCALE

7 TOPICS

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

- 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

4 TOPICS

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

- 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.

Weeks 5 – 6

WEEK 5 AI in the Revenue Operating Model

3 TOPICS

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

- 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

7 TOPICS

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

- 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.