

The Mindset Needed to Win at Recurring Revenue

// The biggest contributor to elite performances is mindset after all the training and talent is baked in. Mindset is your mental outlook and how it helps or hinders your performance in competition.

"Mindset and How to Reach Your Athletic Potential" Peak Performance Sports



Recurring revenue is a high stakes competition. Set yourself on the track to success with these three shifts in thinking:

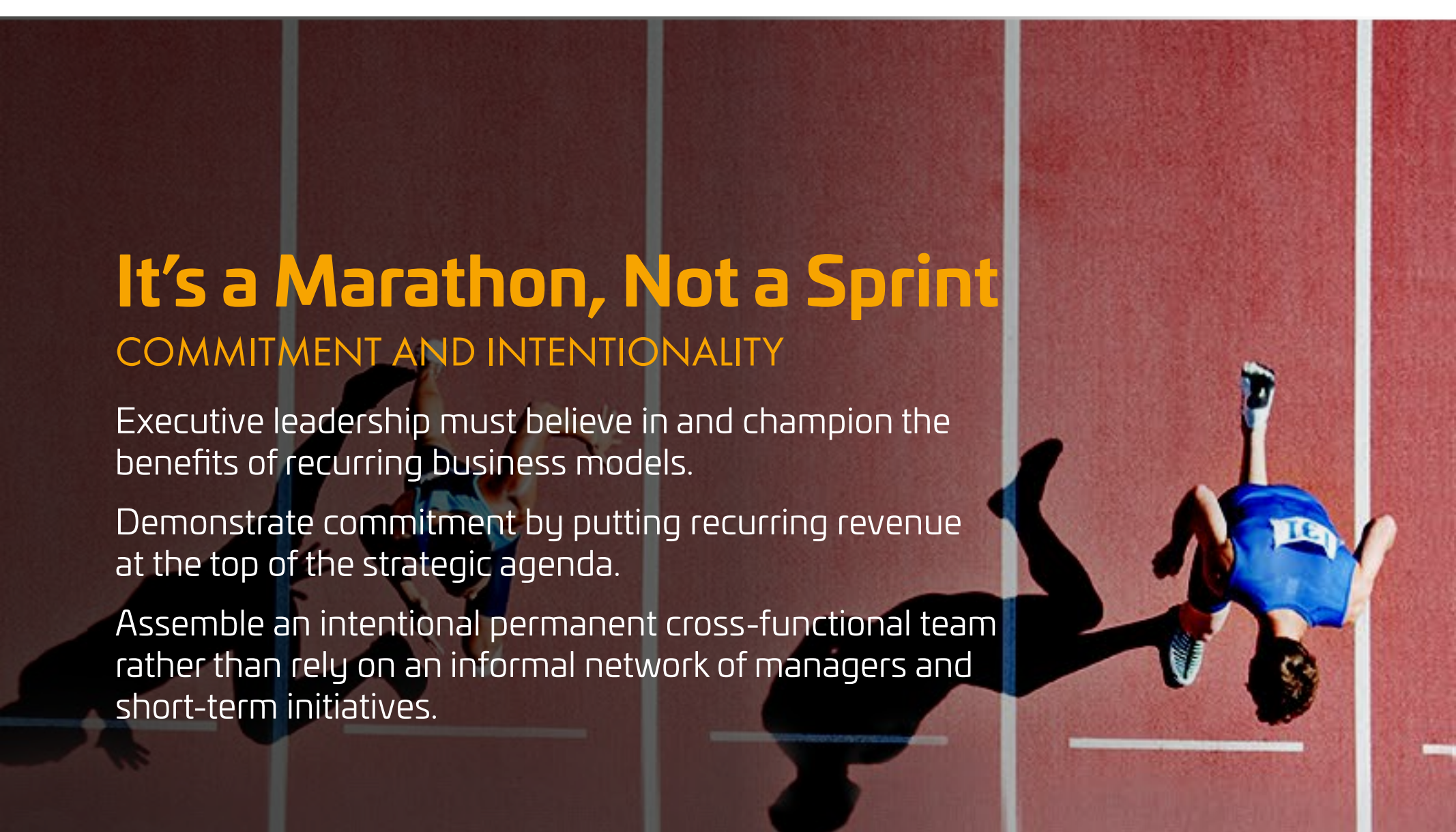
It's a Marathon, Not a Sprint

COMMITMENT AND INTENTIONALITY

Executive leadership must believe in and champion the benefits of recurring business models.

Demonstrate commitment by putting recurring revenue at the top of the strategic agenda.

Assemble an intentional permanent cross-functional team rather than rely on an informal network of managers and short-term initiatives.



Flexibility for Success

CUSTOMER-FIRST ORIENTATION

The "as-a-service" approach vs. the traditional business model puts the focus on the users, not the product.

It requires ongoing customer communication to evaluate product usage instead of a static one-time sales discussion.

As a result, your company will become more agile in meeting customer needs and will realize a greater customer lifetime value.



Embracing Value

A COMMON VISION WITH YOUR CUSTOMERS

The foundational shift in a successful recurring revenue strategy is positioning your offering—not as a product—but as a solution to your customers' specific pain points.

First, openly collaborate with your customers to fully understand their needs.

Next, demonstrate the measurable value you provide. No "sales pitch" needed.



Everyone Wins

CUSTOMERS WIN

Improved customer experience

Tailor-made solutions

Packages that meet their budgets

YOU WIN

Loyal installed base

Usage data that drives innovation

Increase in lifetime recurring revenue

CUSTOMERS WIN	YOU WIN
Improved customer experience	Loyal installed base
Tailor-made solutions	Usage data that drives innovation
Packages that meet their budgets	Increase in lifetime recurring revenue

ARE YOU PREPARED?

How do we know these principles work? Because this is how we do business. Let's talk and see what value we can bring to you.

[CLICK HERE TO TALK TO A RECURRING REVENUE COACH](#)