

# The Benefits of Recurring Revenue

Over  
**50%**  
of software  
revenue is driven  
by subscription  
models

Traditionally, selling software was a “one-and-done” process. Today, recurring revenue through subscription pricing is all the rage. There’s a good reason for that. But it requires a shift in thinking.

**Change is never easy, but in this case, it’s worth it. Here are 6 reasons why:**

**1 Maximize Margins** Recurring revenue models allow satisfied customers to easily buy add-on products or additional software seats.



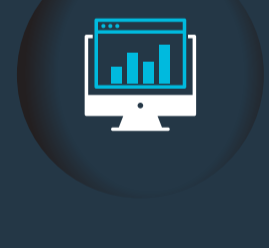
**2 Broader Buyer Base** A lower initial price offering means more potential customers can afford your offer.



**3 Speedier Sales Cycle** Bite-size operating expenditures gain quicker approval than larger capital expenditures.



**4 Practical Predictability** Revenue you can plan for and scheduled expenses your customers can budget.



**5 Synchronized Supply Chain** If your customer is offering subscription pricing, they expect you to offer them the same.



**6 Customer Connection** Recurring touchpoints allow you to help customers optimize product usage and find ways to help them grow their business, positioning you as a trusted advisor.



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