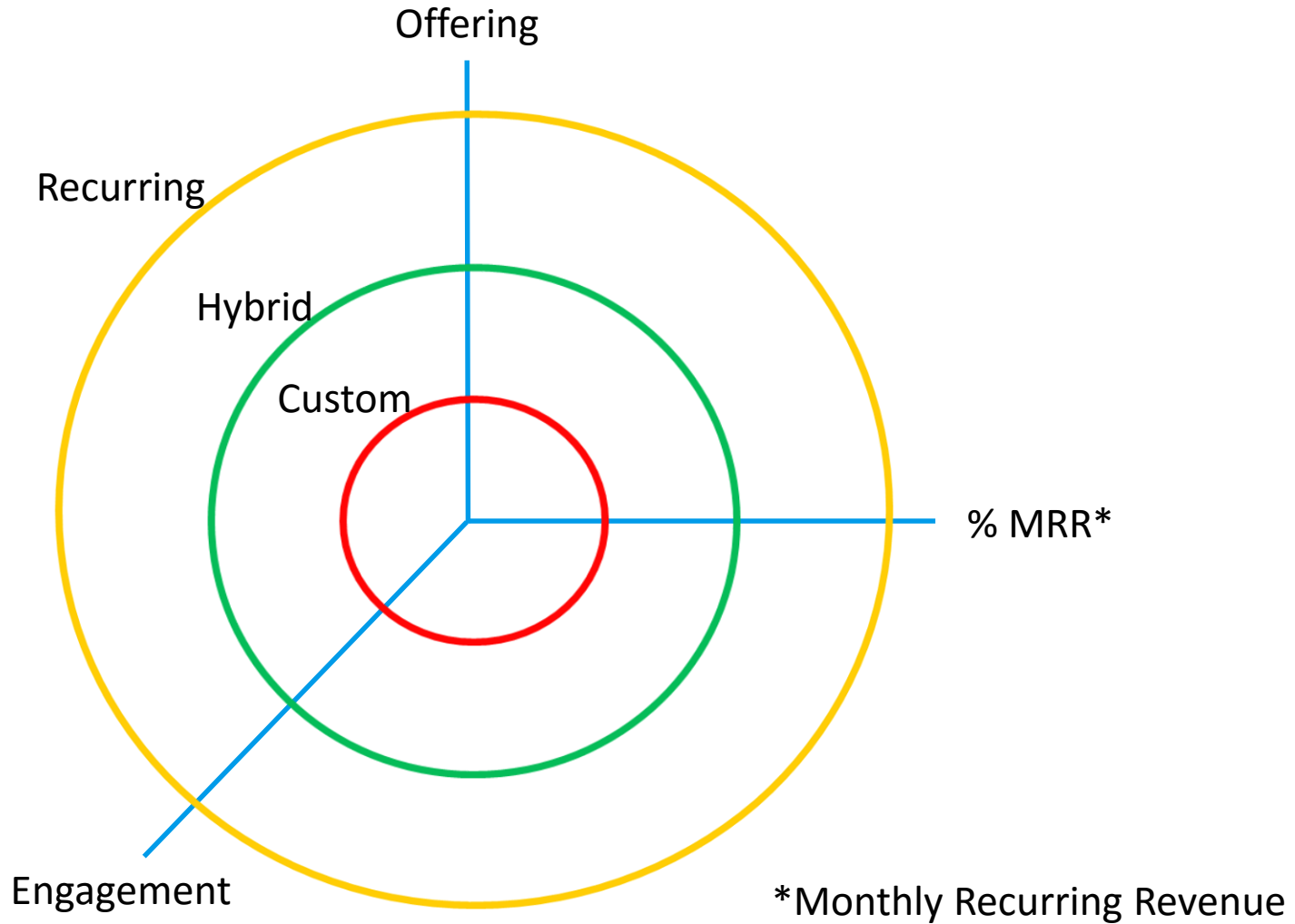




The Recurring Revenue Summit Executive Next Practices







Offering
Repeatability

**Transaction
Repeatability**

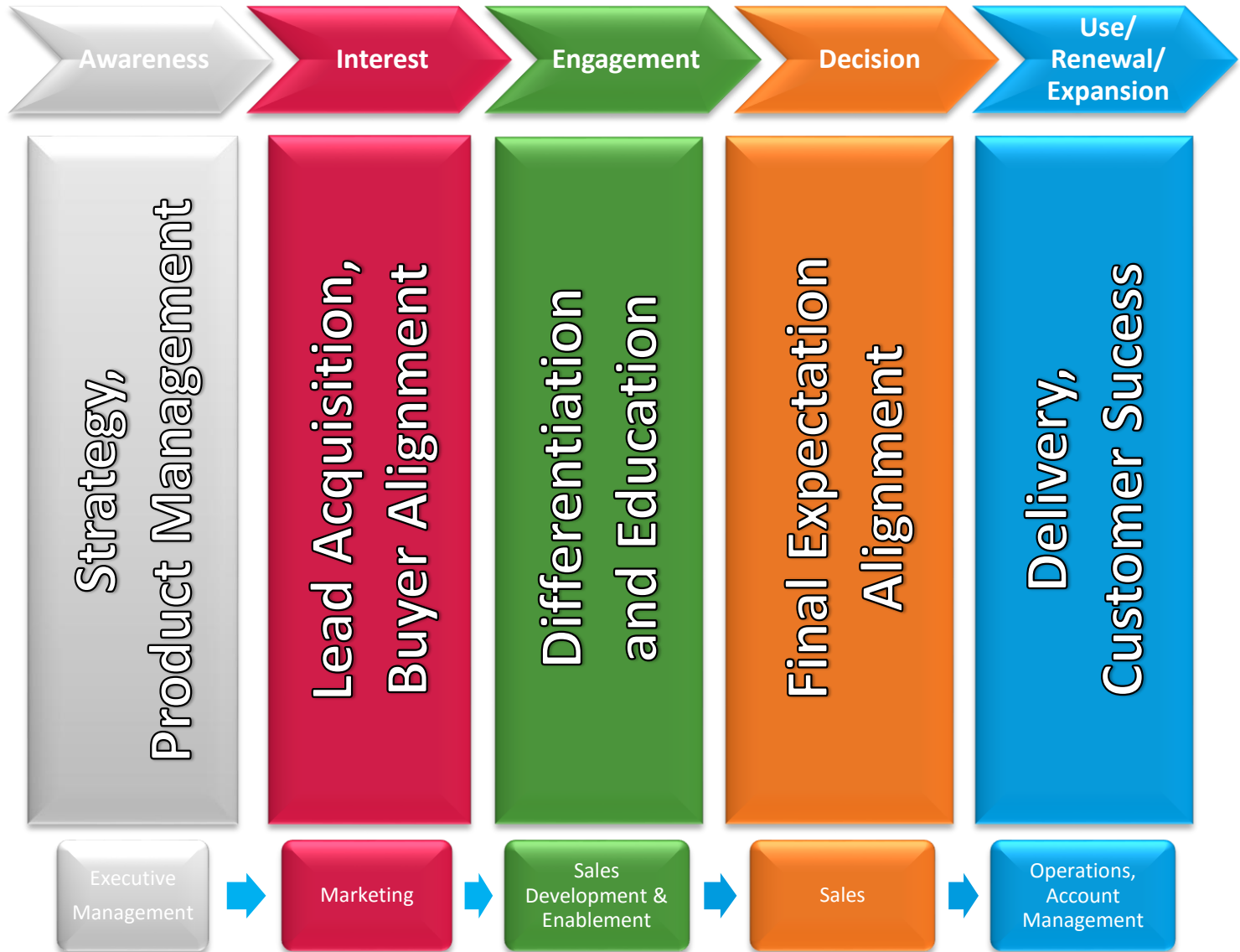
**Delivery
Subscription**

Custom

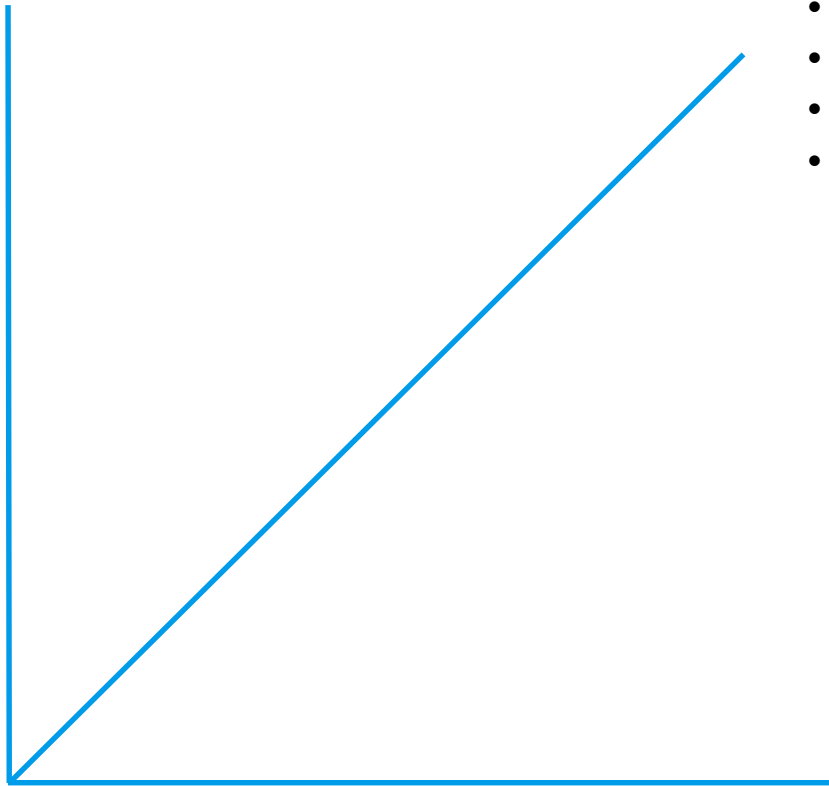
**Recurring
Relationship**

Engagement
Repeatability

Steps to Recurring Revenue



Sophistication



Repeatability

- Product Management
- Discipline in buyer journey (“No”)
- Automation, Data
- Ease of use
- MRR focus
- SaaS (Bessemer Top 10 Laws)

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