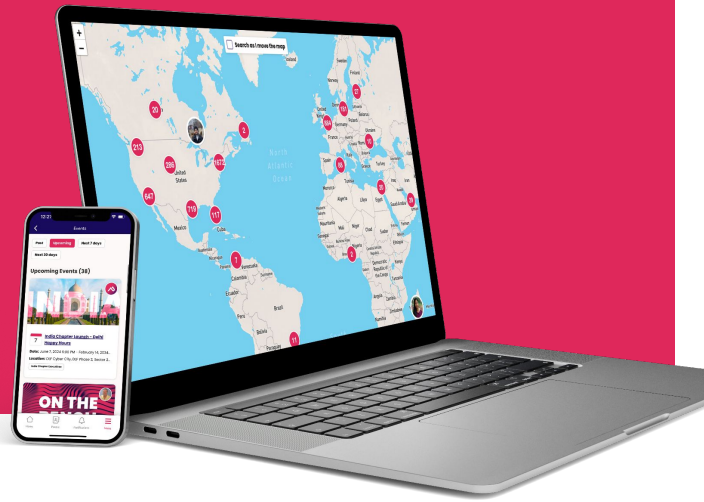




CRO School

Offering a holistic approach to scalable sales, predictable forecasting, and revenue growth.



What to expect from CRO School.

CRO School is an 8-week live program designed to boost your skills as a sales leader and forge new connections with other revenue leaders.

You'll learn how to:

Create a scalable sales process with effective systems and clear success metrics.

Forecast revenue accurately using both qualitative and quantitative methods.

Develop and execute strategies for marketing, customer success, and partnerships to drive revenue.

What makes CRO School stand out.

There are many programs to learn about becoming a leading CRO, but here's why Pavilion stands above the rest.

We assume you know sales.

CRO School is relevant for a wide range of sales executives, but has a focus on preparing students for the next level. Dive further into the nuances of what it actually means to be a CRO.

Our instructors are practitioners.

Learn methods and strategies that are being used in today's environment from active sales leaders in B2B.

It won't take you six to eight months.

You'll meet for live sessions weekly over 8-weeks. This comprehensive program will prepare students for the realities of becoming a CRO in just a fraction of the time.



"CRO School is an incredibly efficient way to ensure your go-to-market and leadership skills are sushi knife sharp! Once you graduate, you will contain a skill set that very few have, which sets you apart from everyone around you. **Goodbye MBAs and hello CRO School.**"

Ben Dietz
President & GM @ Mintel



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CRO School's 8-week syllabus

Please note; our syllabus is subject to change. To get the most up to date information, enroll in the Pavilion Member Hub.

The Role of the CRO 1

Learn how to prioritize your time, set strategy, define a scalable sales process, and establish your role on the executive team.

Building a World-Class Management Team 2

Develop leadership principles, structure a high-performing team, and refine your hiring process to build a strong management foundation.

Developing a Theory of Enterprise Value 3

Learn how to prioritize your time, set strategy, define a scalable sales process, and establish your role on the executive team.

Forecasting and Financial Modeling 4

Learn how to prioritize your time, set strategy, define a scalable sales process, and establish your role on the executive team.

Scaling the Inside Sales Machine 5

Understand when to scale and implement the right people, processes, and planning to drive predictable, repeatable revenue growth.

Foundations of Marketing Leadership 6

Establish a marketing strategy that aligns with business goals, supports cross-functional success, and maximizes budget efficiency.

Storytelling with Data 7

Learn to contextualize data, uncover deeper insights, and communicate key takeaways that drive executive decision-making.

Foundations of Customer Success 8

Define the customer journey, optimize team roles, and build cross-functional relationships that enhance customer experience and revenue.



"Indeed, Pavilion has been pivotal into my transition from Individual Contributor to Sales Leader and CRO. **CRO School** has helped cement my 20+ years of selling software and SaaS plus I had the enlightenment from the Revenue Architecture course from Winning by Design!"

Sebastien Daune
Chief Revenue Officer @ Flatchr



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