

# 1-day workshop: Conceptualising your subscription business model

## If you are...

- ... currently selling products in a one-time transactional way,
- ... interested in generating recurring revenues by selling your products in a different way,
- ... curious about subscription and *as-a-Service* models,

**this workshop is for you.**

## 1-day workshop with 3 sessions

This workshop is the first of a series of 22 workshops (our Subscription Action Plan™) covering all key challenges that need to be addressed when developing a subscription business model. Interactive exercises, examples and best practices from 200+ subscription models are used to step-by-step conceptualise your subscription business model.

### Session 1: Introduction to subscription models and to your transformation plan

- Introduction to subscription and as-a-Service business models
  - Numerous examples of successful subscriptions
  - Benefits for providers and customers
  - Subscription Action Plan™
  - Subscription Experts Ecosystem™
- } Step-by-step plan for your subscription transformation journey

### Session 2: Brainstorming about 8 key subscription model-related topics

- Subscription offering & pricing
- Target customers & sales
- Leadership & culture
- Product portfolio
- IT infrastructure
- Competitors
- Sales & distribution channels
- Financing structure

### Session 3: Conceptualisation of your subscription business model

- Set the scope
- Define subscription offering
- Identify core value drivers
- Apply proven management tactics
- Explore customer gains & pains
- Leverage enabling technology
- Investigate strategic rationale

## Outcomes of the workshop

- ✓ You get a **clear in-depth understanding of subscription business models** within your company.
- ✓ You can make an **informed decision** on whether a subscription model is an **interesting opportunity** for your company and whether you should **start the development**.
- ✓ You have a **step-by-step action plan and roadmap** to start your subscription business model transformation.
- ✓ You can **pitch the subscription concept** when talking to customers, colleagues and other stakeholders.







## About P2S Management Consulting

P2S Management Consulting is a **niche consultancy specialised in subscription business model transformations**. P2S helps you in growing your business by **developing your own subscription offering** for your products and services.

With our structured **Subscription Action Plan™** that includes interactive exercises, examples and best practices from 200+ subscription companies, we guide you in **conceptualising, building and launching** your subscription model. The Subscription Action Plan™ includes 3 chapters and 22 workshops on all key challenges faced when developing a subscription model.

With our **Subscription Experts Ecosystem™**, we provide you access to the right expertise and partners throughout your subscription transformation. From subscription financing, via subscription legal experts to subscription management software, the ecosystem counts 30+ carefully selected partner companies.

### Organisational details:

-  Number of attendees: ≈ 3-10
-  Target audience: C-level & mgmt.
-  Duration: 1 day
-  Location: in-person (your office)
-  Language: EN, FR or DE
-  Price: upon request

### Contact details:

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