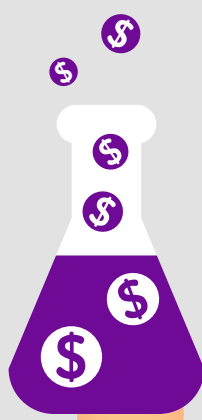


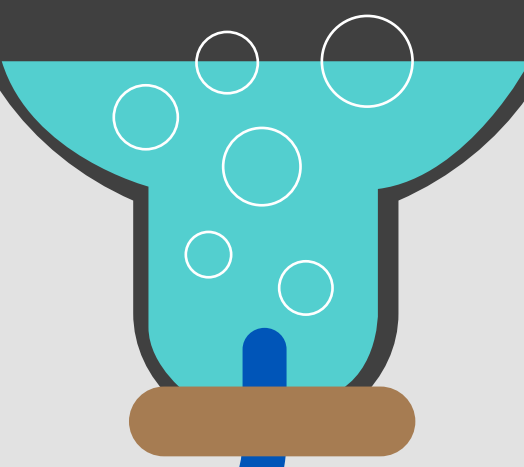
# 10 QUESTIONS

You Need to Ask Before Transitioning to a Subscription-based Model

**1** What determines your customer churn rate and acquisition costs?



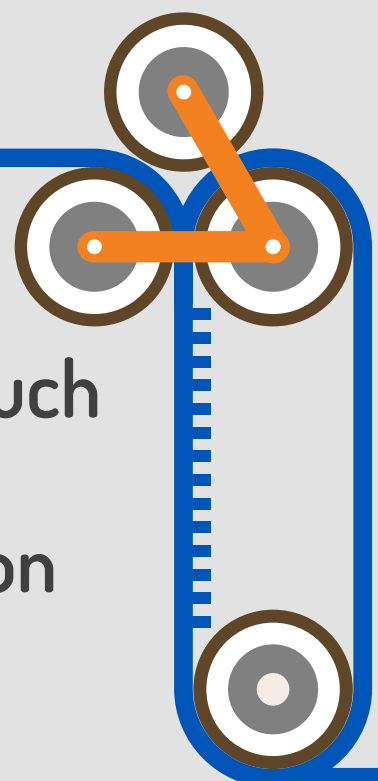
**2** Who buys your products/services, how often, and when?



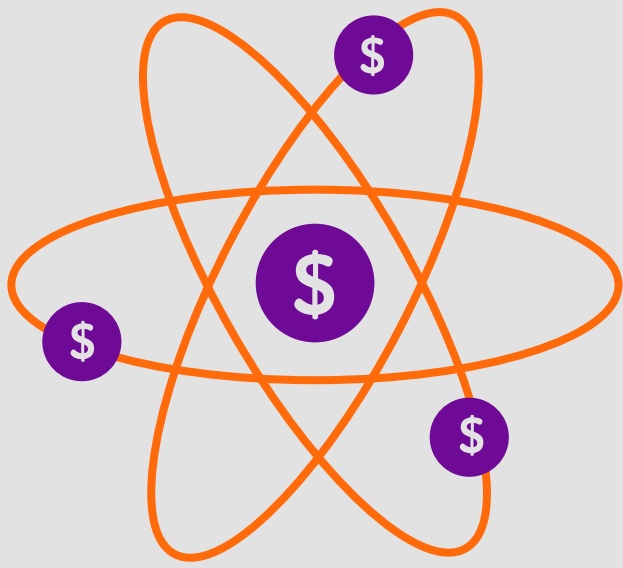
**3** What is the average time it takes for your customer relationships to become profitable?



**4** What mix of high-touch engagement and low-touch automation maximizes your customer reach?



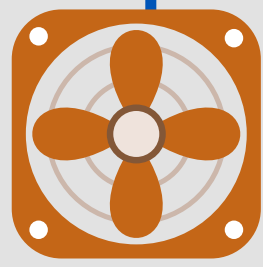
**5** What retains your customers and increases customer lifetime value?



**6** What improves your customers' buying experiences?



**7** What is the cost and time required to transition both front-end and back-end systems?



**8** Do you already have perpetual-based products and services in place?



**9** What payment, pricing options, and terms will you make available?



**10** What systems do you need in place to handle these options?



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Learn more about the Recurring Revenue Alliance at <http://www.servicesource.com/about-us/recurring-revenue-alliance>

Source:  
*Transitioning to a Subscription-based Business Model: A Checklist for Success*  
A Recurring Revenue Alliance Webinar

