



The Revenue Room™ Bootcamp

May 6

June 10

Revenue Performance Accelerator: The AI Operating Model

6-Week Live Virtual Bootcamp + Bonus Capstone



Build A Revenue Engine That Predicts – And Performs.

In today's signal-rich but insight-poor environment, it's not enough to add more tools or run more plays—you need a revenue engine that sees around corners and acts before performance slips.

Welcome to Revenue Performance Accelerator: The AI Operating Model—a 6-week immersive Bootcamp plus a custom Bonus Capstone project for CEOs, CROs, RevOps, and cross-functional GTM teams ready to build an AI-enabled revenue operating system.

- **Use AI to improve prospecting, pipeline quality, forecasting, and performance.**
- **Move from lagging reports to predictive signals that guide daily execution.**
- **Align sales, marketing, RevOps, and CS around one shared revenue operating model.**

Whether you're tightening forecast accuracy, improving win rates, or driving expansion and retention, this Bootcamp delivers practical frameworks, peer learning, and executive-ready deliverables your leadership team can run every week.

Why This Bootcamp?



Master AI-Driven Revenue Leadership

Learn how to harness AI, predictive signals, and real-time KPIs to get ahead of performance issues and growth opportunities—not react to them after the quarter closes.



Turn Signals into Action

Stop drowning in dashboards and start leading with signal-based forecasting, pipeline optimization, and opportunity management tied directly to revenue outcomes.



Team-Based Cross-Functional Learning

Revenue, sales, marketing, RevOps, and CS leaders work together on real use cases, building a unified operating model and shared accountability across your GTM engine.



Operationalize AI for Sellers

Equip sales teams with practical AI workflows for customer research, personalization, proposals, and deal strategy—so AI shows up in every stage of the sales cycle.

Schedule

6 Weeks Instruction, 1 Week Bonus Capstone.

High-Impact Learning with 1 Hour of Live Instruction Per Week*

Session 1: Leading Revenue with AI

Wed. May 6 | 1pm - 2pm EST

Reset how your organization thinks about AI in revenue. Align CROs, CMOs, RevOps, and revenue teams around a shared AI-enabled operating model and the specific revenue challenge your team will tackle in the Capstone.

Session 2: Predictive Signals for GTM

Wed. May 13 | 1pm - 2pm EST

Identify the signals that predict pipeline quality, win rates, retention, and expansion. Map how AI surfaces and scores these signals so sales, marketing, and CS teams know where to focus.

Session 3: KPIs That Drive Action

Wed. May 20 | 1pm - 2pm EST

Translate predictive signals into a focused KPI stack. Design revenue, team, and seller-level KPIs that drive decisions, coaching, and investment—powered by AI monitoring and insights.

Session 4: Forecasting & Pipeline Optimization

Wed. May 27 | 1pm - 2pm EST

Upgrade forecasting and pipeline reviews with AI. Combine rep judgment and data-driven probability to improve forecast accuracy and redesign deal and pipeline rituals around risk, upside, and next best actions.

Session 5: Data-Driven Coaching & Performance

Wed. June 3 | 1pm - 2pm EST

Turn data and AI insights into better coaching and performance systems. Use AI to analyze calls, emails, and proposals so managers can coach the right deals and skills.

Session 6: RevOps & Continuous Improvement

Wed. June 10 | 1pm - 2pm EST

Position RevOps as the owner of your AI revenue operating model. Build feedback loops, operating rhythms, and governance so your system keeps getting smarter.

* Each participating team receives **two** thirty-minute coaching sessions during the course of the program to guide the capstone project.



Capstone Project: **Revenue Transformation Plan**

Throughout the Bootcamp, teams will develop a **Revenue Transformation Plan** that:

- Tackles a real revenue challenge (e.g., new logo growth, expansion, renewals, win-backs, or LTV).
- Applies AI, predictive signals, KPIs, and operating frameworks directly to your GTM model.
- Targets impact with clear milestones, KPIs, business rationale, and an execution roadmap your leadership team can adopt immediately.

Objective: Create an AI-enabled revenue operating blueprint that improves performance across prospecting, pipeline, forecasting, and coaching using the strategies, analytics, and frameworks covered in the program.

Team Collaboration: Cross-functional revenue teams work together to align the plan with your strategic objectives, GTM motions, and leadership expectations.



Who Should Attend?

This Bootcamp is built for cross-functional revenue teams who are ready to operationalize AI and predictive signals across their GTM engine. Ideal participants include:

- CROs, CCOs, CGOs and revenue leaders
- RevOps leaders and operations teams
- Sales leaders and frontline sales managers
- Marketing and sales enablement leaders
- Customer Success and account management leaders

Whether you're building from scratch or scaling success, this Bootcamp gives you the tools to connect strategy to execution.

Investment & Team Pricing

Registration Deadline is April 22, 2026

Team Size	RR CXO Members	Non-Members
Individual Leader Pass	Complimentary	\$2,495
Team Accelerator (3-5 people)	\$8,495	\$9,495
Revenue Leadership Pod (6-10 people)	\$13,495	\$14,995
Enterprise GTM Cohort (11-20 people)	\$20,595	\$22,995



Members of Revenue Room™ CXO enjoy additional discounts and complimentary seats as part of membership. Please email amy@h2klabs.com to learn more.

All sessions are recorded and available to participants on an on-demand basis.

How to Secure Your Spot

- 1 Identify who on your team should participate.
- 2 Email Amy Arnold at amy@h2klabs.com to book and set up your team.

Meet The Instructor



Heather Holst-Knudsen

CEO & Founder, H2K Labs & Revenue Room™ CXO

Heather Holst-Knudsen is a recognized growth strategist, founder, CEO, and builder of transformative revenue organizations across B2B media, events, digital information, SaaS, and marketplaces. She has spent her career helping CEOs and revenue leaders turn data, disruption, and new technology into scalable, profitable growth.

As Founder & CEO of H2K Labs and Revenue Room™ Connect, Heather partners with revenue-critical teams to architect “single sources of revenue truth,” modern GTM systems, and value-creation roadmaps that improve forecast accuracy, customer retention, and enterprise value. She brings decades of operating experience from industry leaders including Thomas Publishing, Miller Freeman, Reed Elsevier, and IDG.

Heather is also the host of The Revenue Room™ Podcast, where she interviews CEOs and operators on data-driven strategies to accelerate revenue and build durable business models. In the Revenue Performance Accelerator Bootcamp, she distills those battle-tested frameworks into a practical, AI-enabled revenue operating model that leadership teams can run every week—not just talk about at offsites.