

Your Journey to Revenue Operations

START HERE: What is RevOps?

SiriusDecisions calls it a “new operational mindset.” Think of it as your journey to align all customer-facing ops teams: Marketing, Sales, Partner and Customer Success. The road ahead requires coordinating people, process, data and technology to drive growth for the business.

“Revenue operations is more than a trend. It is a movement of B2B organizations eliminating the silos between sales, marketing, and operations teams to drive growth.”

- Max Altschuler, VP of Marketing, Outreach

1 Understand the Impact

Know the destination before you set off on the expedition.

“Moving to revenue operations creates a truly integrated GTM - a critical differentiator and revenue driver in B2B.”
- Craig Rosenberg, Chief Analyst, TOPO

In our research, 95% of B2B professionals agreed.¹

Revenue Operations delivers:

- Competitive differentiation
- Accelerated time-to-revenue
- Expanded growth in key accounts / markets

2 Get Inspired By Your Peers

Your peers in B2B who align their revenue engine grow 12-15 times faster and are 34% more profitable.²

From our survey of nearly 2,500 B2B firms:

- 78% agree that consistent revenue growth is a challenge.³
- 58% have, or are currently building, a RevOps group in their organization.⁴ (A 66% increase from last year!)
- Poor quality data is the #1 pain point in their revenue engine prohibiting alignment.

3 Plan Your Vision

RevOps is not a tactic or a line-of-business specific function like marketing operations. It sits at the center of an organization's GTM strategy, and often reports into its own standalone function and leader.

Get beyond tactical planning, and schedule a RevOps planning meeting for 2020 with customer-facing executives. Flip over for a sample agenda for this strategic executive meeting.

4 Your GTM Tech Stack

Does your current tech stack have the right functionality to support RevOps?

Example matching actions:

- Match leads to accounts in real-time (lead to lead, lead to opp, lead to contact)
- Address parent-child account hierarchies / duplicate accounts
- Augment leads w/ account information

Example routing actions:

- Assign leads to the right Sales rep equally/appropriately (round-robin or territory)
- Track lead assignment + paths (audit logs)
- Auto-conversion of CRM opportunities, plus upsell / cross-sell within accounts

Example reporting and ROI actions:

- Accurate campaign performance data
- Association between campaign members + opportunities
- Attribution modeling (various shapes, weights, coverage)

5 Measure Your Progress

The performance of RevOps can be measured in terms of your revenue team goals:

- Reduced lead response time (improved speed-to-lead)
- Accelerated time-to-revenue
- Improved Marketing and Sales team productivity
- Increased upsell and cross-sell
- New business generation
- Campaign effectiveness
- Attribution - track sales & marketing touches

As you begin down this road to alignment, transparency, and operational efficiency, remember that Revenue Operations is being called a “game changer” and a critical component of modern B2B growth. Enjoy the journey, and don't hesitate to reach out to us at LeanData for directions.