

The 4 P's of Revenue Protection

What is Revenue Protection?

In the early days of operations, RevOps was given one primary charge: to grow more revenue and scale using automation.

When economic conditions took a downward trend, spawning layoffs and tech stack consolidations, RevOps now must also invest their time in a Revenue Protection strategy.



1. PEOPLE INTENT

Are customers giving you any early warning signs of intent?



Intent to churn



Researching your competitors



Reading articles on your website for more education

RevOps collects all the intent signals coming in and converts those signals into actions internal teams can take.

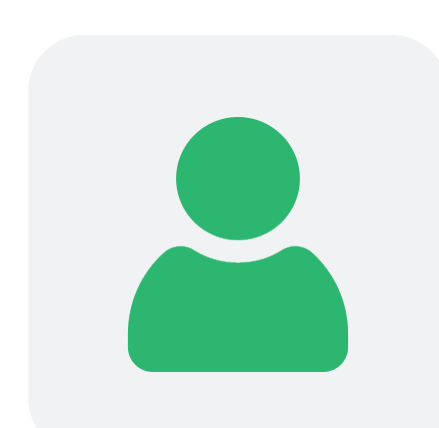
2. PEOPLE MOVEMENT

Key stakeholders and points of contact are critical to retaining your business.

The RevOps team should alert reps or CSMs whose Account points of contact have:



Why not congratulate these contacts and send a gift, preserving that relationship?



Moved on to another company



Changed jobs internally



Received a promotion

3. PARTNERSHIPS

Knowing where customers overlap creates opportunities to drive value.

When a partner is involved:



Deals close 46% faster



Deals are 53% more likely to close



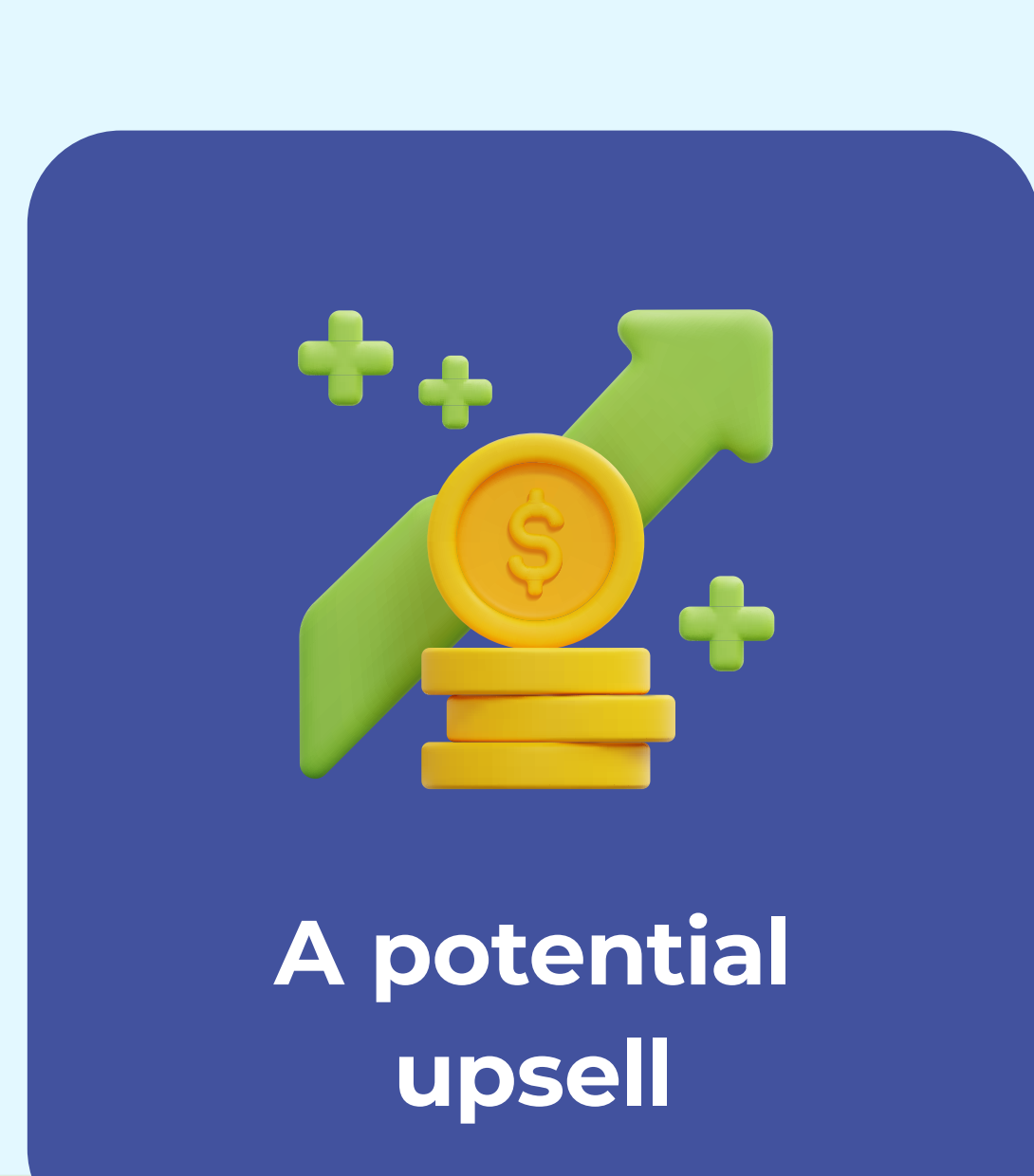
Your products become more sticky

The key to making partner data actionable is to align RevOps and Partner teams.

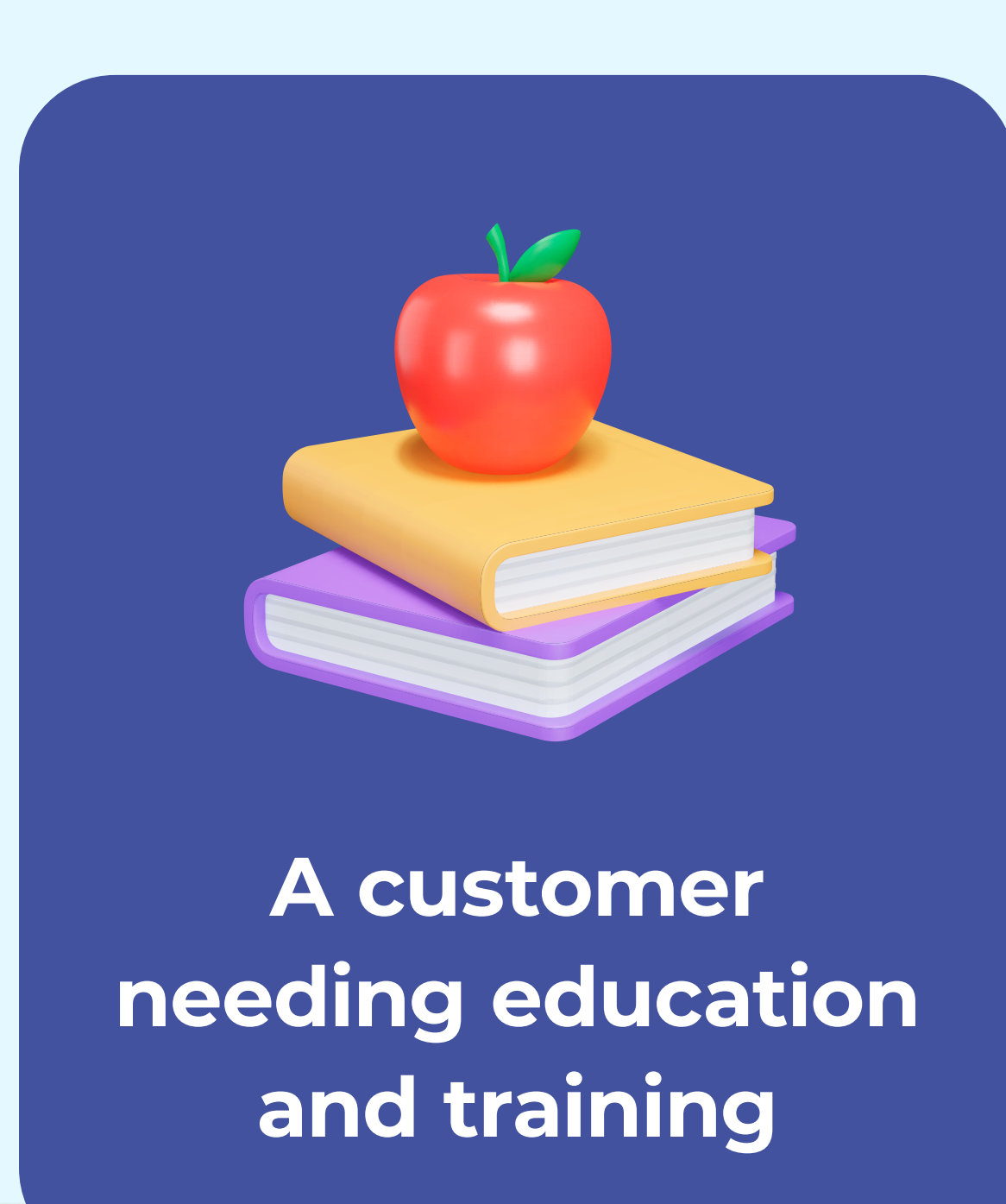
4. PRODUCT

Product usage is a valuable source of information for Revenue Protection.

Product usage data can signal:



A potential upsell



A customer needing education and training



A need for contract adjustments

If a customer is underutilized, consider adjusting their contract and meet them where they're at. Adjusting protects your revenue for the future rather than fully churning.

Know how to scale and know when to pull back.

Master the 4Ps of Revenue Protection.