



# The future is Rev Ops

The secret weapon in your business





## WHAT IS REVENUE OPERATIONS?

### **Question:**

Do you know your shit, or do you know you're shit?

*Small difference, but the impact is in the detail.*



## WHAT IS REVENUE OPERATIONS?

### Rev Ops is the unsung hero of every revenue business.

Originating from Salesforce admin to Sales Ops, to Rev Ops, to CRO's.

It's become one of the most instrumental roles in a company, with direct involvement with the CEO, CRO, CFO, CMO.

Rev Ops teams are now integrated across sales, CS, product and finance.

They set the direction of the company; they know where to focus.

They have the data to know if the business is healthy.





## WHAT IS REVENUE OPERATIONS?

Rev Ops is the team that streamlines and aligns sales, marketing and after sales through processes, technology and data insights.

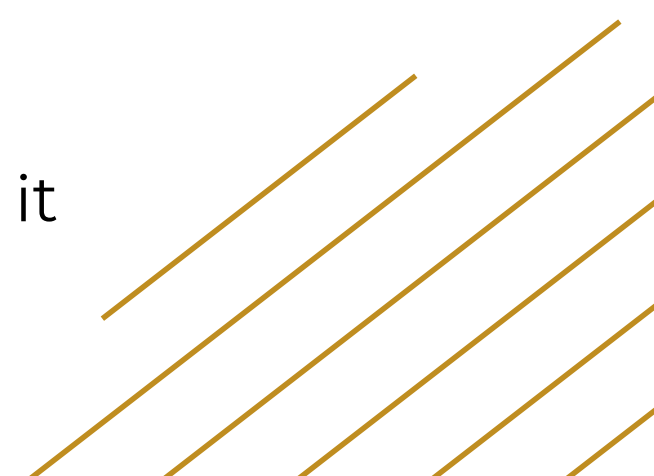
It covers the full customer journey and all aspects within that.

It forms a strategic partnership with C-suite to enable visibility on the organisational activities and potential through insights, recommendations and continuous improvements, driving the revenue function.

### **Core Responsibilities**

- Operations Management
- Enablement
- Tech Management and Development
- Insights and Strategy

Rev Ops is the customer journey/The revenue engine - what happens, when it happens, why it happens and how it can be improved or utilised or maximised.



- Aligns strategy across departments
- Single point of truth on data, stats, forecasts, projections and for planning
- Centralised management of tools
- Accurate measuring and reporting on performance
- Drives for continuous improvement across the customer journey
- Removes silos
- Unifies processes
- Removes Friction between teams and processes
- Data driven decision making
- Best practices for operational and sale effectiveness
- Ongoing and continuous improvement, development and enhancement
- Create a scalable platform
- Enable business the ability to pivot with minimum disruption

EFFICIENCY!





## CORE METRICS ANALYSED

- Marketing ROI & Process
- Customer journey -operations process leakage (where is time being wasted instead of selling?)
- Sales Cycle Duration
- Win Rates
- Pipeline Velocity
- Customer Acquisition Costs
- Customer Lifetime Value
- Churn
- Recurring Revenue
- Forecast Accuracy
- Land and expand planning -upsells/renewals/account penetration
- After Sales Processes

## Operating Plan

Planning: Utilise Existing data and approaches to strategically define the GTM and how this is implemented within the business's revenue engine.

Implementation: Carry out the planning and implementation

## Sales Cycle

- How we sell, who we sell to
- Activities that occur
- What it takes to sell (cost and time)
- Gap Analysis
- Market Analysis
- Sales Commission planning
- Team inputs vs outputs
- Enablement and training

## Post Sales Customer

- The Customer Experience
- Getting customers live
- Process improvement
- Retention Activities
- Trends
- Retention
- Market changes

## Analysis

- Reporting & Analysis
- Trends
- What is happening
- What has happened
- What is going to happen
- Why, how, who
- Improvements
- Strategy changes
- Insights



## WHO DOES IT BENEFIT?

### **Directors**

Benefit from the transparency and accuracy of Revenue performance data across marketing, sales, and customer success. With better data insights, directors are able to predict future revenue performance.

Accurate revenue attribution reporting also allows for directors to gain insights into where the organisation is performing well, as well as areas for improvement.

### **Marketing**

Benefit from accurate attribution of revenue to their efforts. With a centralised system, tracking the customer journey across all touchpoints allows marketing - who traditionally did not receive credit for sales - to get a percentage of the deal.

With improved transparency of customer data, marketing can gain more insights into the customers interactions with sales and customer success, so that they are able to design and deliver contextually relevant marketing campaigns.





## WHO DOES IT BENEFIT?

### **Sales**

Benefit from Revenue Operations when aligned successfully with marketing and customer success. With marketing focusing on serving leads who are more likely to close, sales teams can save time focusing on qualified leads.

Revenue Operations technology focuses on streamlining the quote to cash processes. CRM automation systems ensure that sales teams are spending less time on administrative tasks – giving them more time to sell.

### **Customer Success**

Benefit from centrally held information about the customer. The customer success team is able to better understand the customer needs for better onboarding, which gets the customer off on the right foot.

With effective tracking of upsells and cross-sell revenue, customer success teams are able to evidence the impact that they have on the overall revenue growth.



## WHO DOES IT BENEFIT?

### **Finance**

Benefit from revenue operations through online payment systems that are integrated with accounting software used on Revenue Operations can streamline the reconciliation process.

By integrating accounting system events into the centralised customer relationship management system, accounts teams are able to automate invoices to the sales teams.

### **Product**

Benefit from Revenue Operations through SaaS and app integration with a centralized CRM like HubSpot. Product owners can communicate the progress of individual users automatically to marketing and sales. Such alignment of data is impactful in the B2B space.

***But Rev Ops is for big companies, right?***

How can you take some of the core elements and get them right in your business?





## WHAT CAN YOU DO TO GET STARTED?

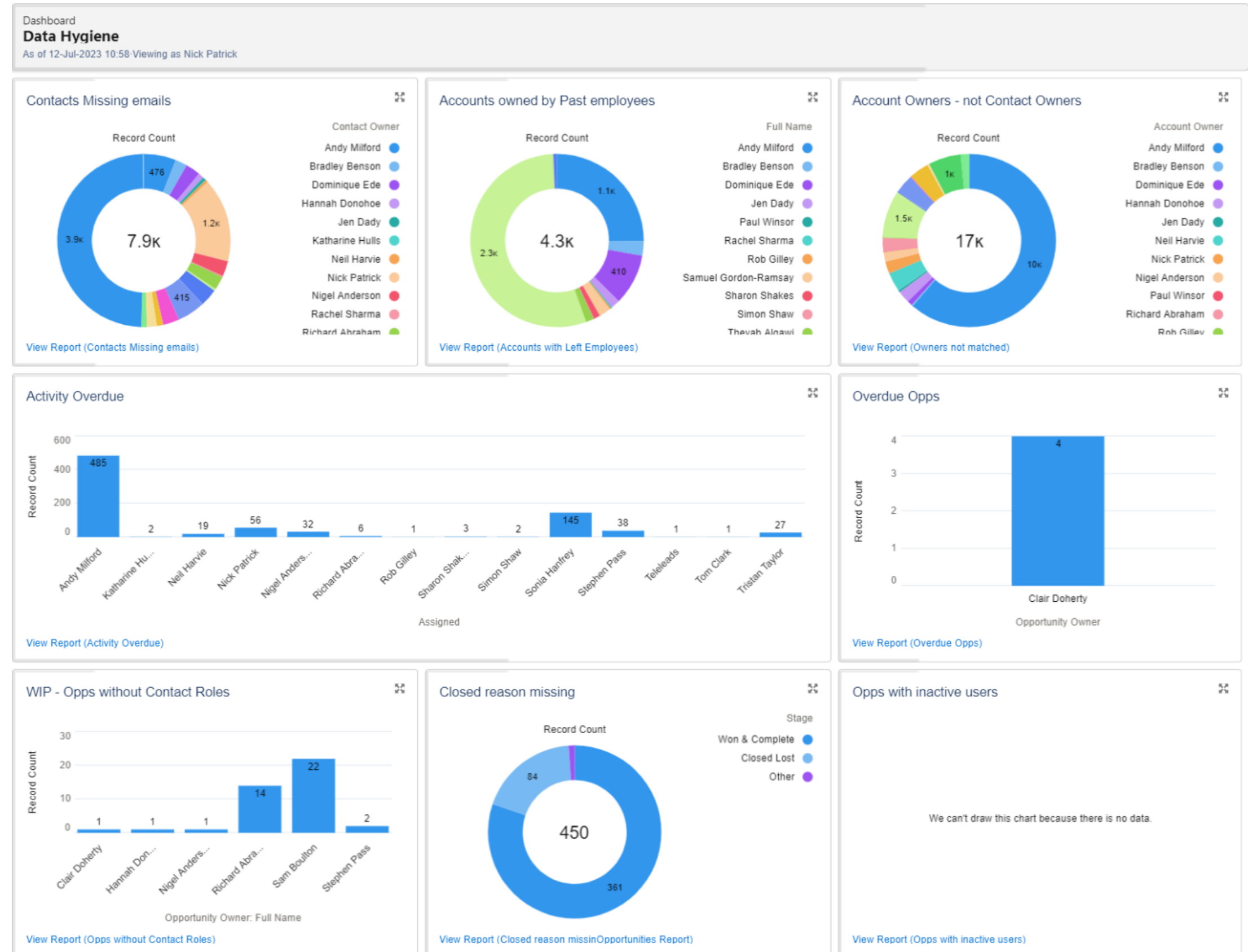
1. Get the basics right: Make your CRM a business asset not an administrative burden
2. Core Metrics, Reports & Dashboards: Business Pulse Report, Core Dashboards
3. Gather the data, engage your audience: Consistent, always-on founder-led Outreach



# CRM as a business asset

CRMs should be a core part of your competitive advantage. It should provide the data, the intelligence and the discipline for your sales cycle and people. Ways to start driving this forward include:

- Sort the data: build a data hygiene dashboard that highlights the gaps in the data
- Get the basics right: Contacts, Accounts & Opportunities – make sure all the information you want on your prospects and clients are captured in custom fields
- Core metrics: Pipeline, Win Rate, Average Deal Size – define the key metrics you toggle to drive performance
- Forecasting Reporting v Pipeline Management: these are two different things. Understand the difference and report on it



## Data Hygiene

Missing information, duplicate records, data accuracy

- Contacts missing emails
- Contacts with no accounts
- Contacts with no lead source
- Clients with no revenue
- Opportunities no owner
- Opportunities overdue

## Sales Performance

How are sales performing against

- Sales Velocity
- Revenue v target
- Margin by channel by target
- Product profitability
- Rep performance

## Sales Analysis

Sales performance, revenue generation

- Win rate
- Closed opportunities by type
- Lost opportunities – Reason
- Won/ Lost opportunities by region
- Won/Lost opportunities by lead source

## Org Overview

Summary of key metrics and performance indicators across the whole business

- Revenue
- Revenue target
- Opportunities in pipeline
- Lead generation target
- Leads this month
- Prolific Sales Rep

## Forecast & Pipeline

Opportunities in the pipeline and their progression

- Opportunities created
- Opportunities in pipeline
- Opportunities by stages
- Open amount by users
- Average deal size
- Amount by stage

## Lead Analytics

Insights into lead sources and conversion processes

- Top lead sources
- Number of leads created
- Number of leads by stage
- Number of leads converted
- Leads by industry
- Top lead owners

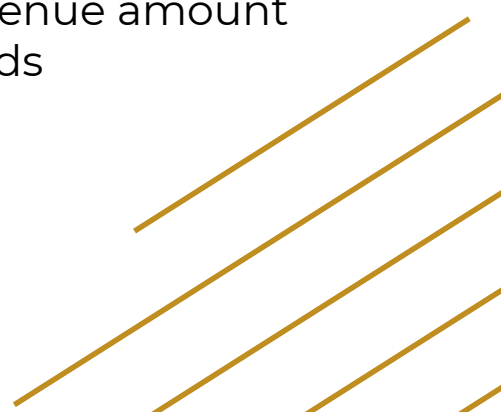
## Activity Stats

Tracking user activity and interactions

- Open tasks
- Overdue tasks
- Calls this week
- Calls by purpose
- Meeting this month
- Tasks completed by sales consultant and task type

## Marketing Metrics

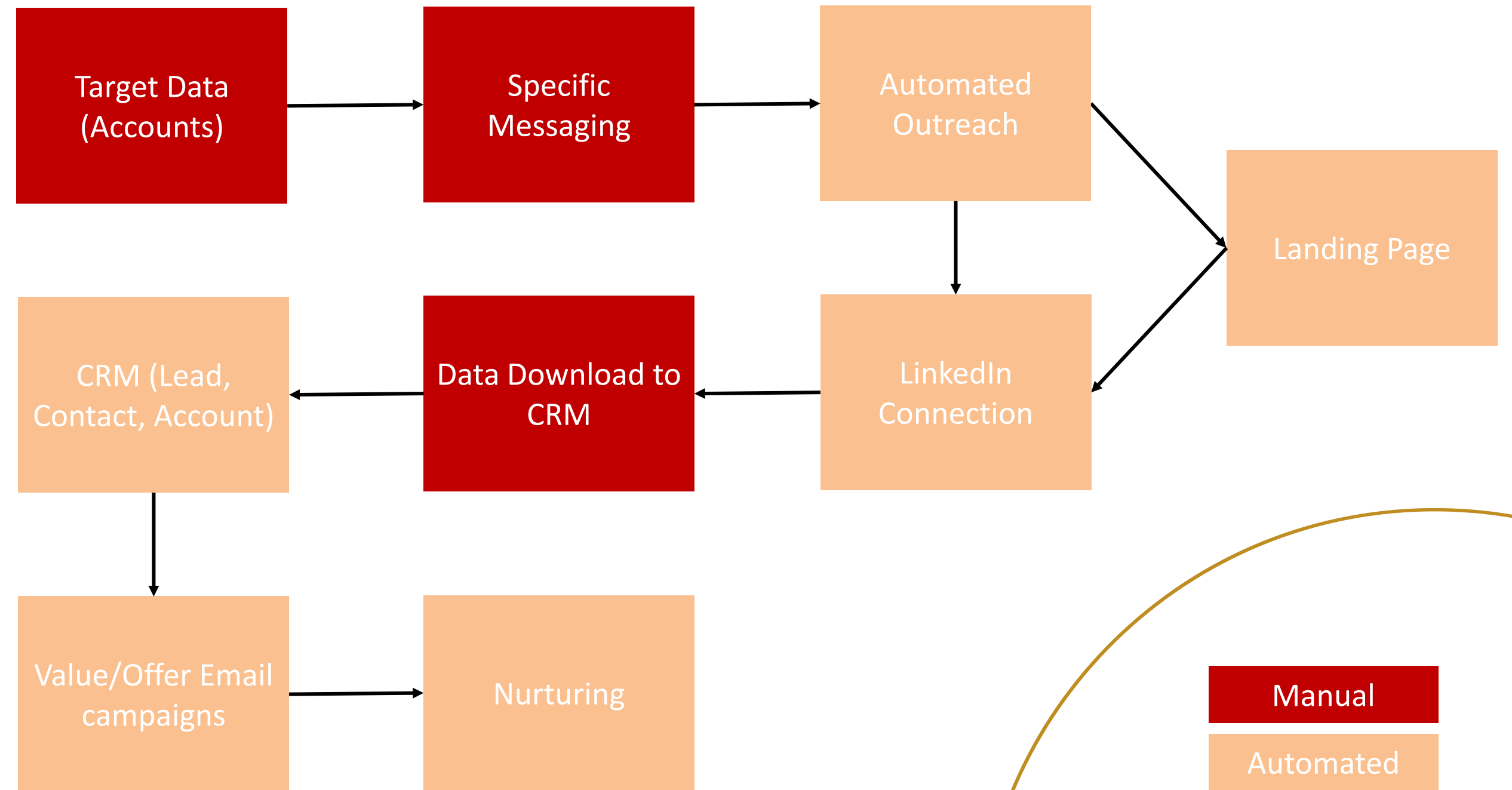
Assessment of marketing campaigns and efforts

- Total campaigns
  - Campaigns by type
  - Budget cost vs Actual cost
  - Expected revenue
  - Campaigns by revenue amount
  - Campaigns by leads
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## Gather your Data at the Top of Funnel

- Relentless Always-On Outreach
- Founder-led from your LinkedIn Profile
- Gives you a highly targeted audience connecting with you and building your top-of-funnel

*Get in touch if you'd like to see more on this*





**VICIT**

## Performance Expectations

Actions:

- Target Account Discovery
- Messaging & Proposition
- Outreach process creation
- Outreach process management
- Initial Responses
- Weekly/Fortnightly meetings to review leads
- Data download & import to CRM

