

RevOps Workshop

Frog Capital

5th September 2024

Agenda

- What is Revenue Operations/RevOps?
- How can RevOps deliver most value for a GTM function?
- Future of RevOps?

What is RevOps?

What is Revenue Operations?*

“Revenue Operations (RevOps) is an integrative device that drives strategic and operational alignment, integration, and collaboration across Go-To-Market (GTM) functions using data and insights, processes, systems and enablement to deliver the desired business impact and customer experience.”

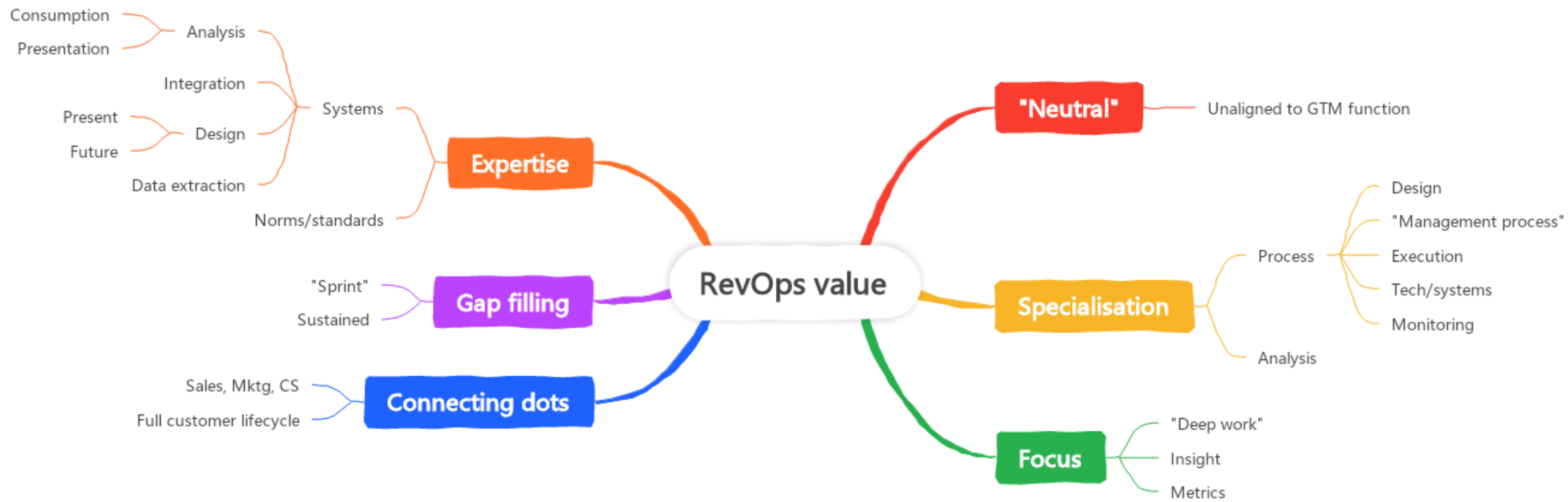
* according to PhD thesis of
Tariq Ahmad, March 2023

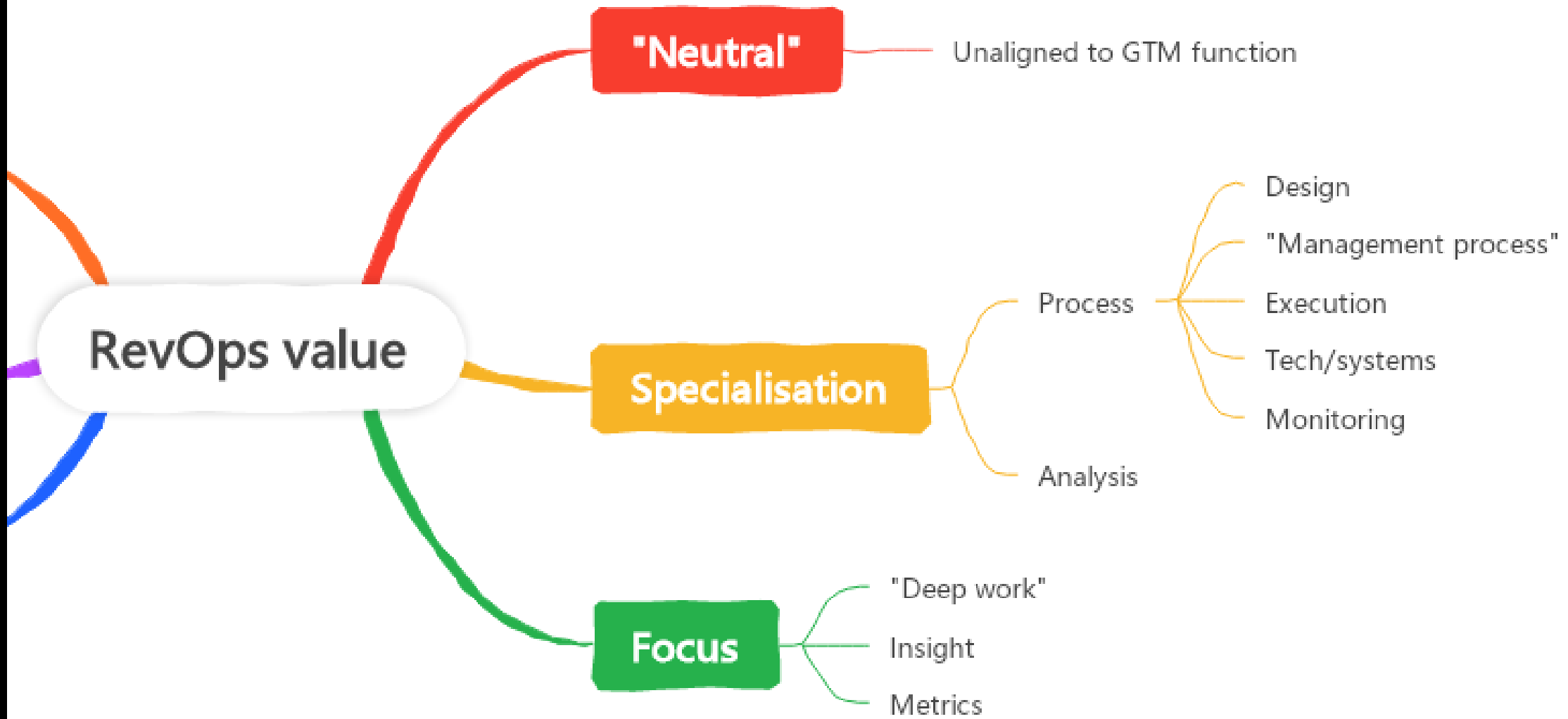
What is Revenue Operations?

RevOps should focus on answering two questions:

1. What data/views do you need to plan & run the business?
 - Set up systems & processes to deliver that
 - Evolve from simple data presentation to insights
2. What do you do with that data/insights when you have them?
 - Set up management processes to exploit them, for instance:
 - Tactical GTM “scrums”
 - (Marketing) campaign reviews
 - Forecast & pipeline reviews
 - MBRs/QBRs
 - Planning cycles - quarterly, annual, longer-term
 - Drive decision-making that will have a positive, measurable impact

How can RevOps deliver most value for a GTM function?





RevOps value

"Neutral"

Unaligned to GTM function

Specialisation

Process

Design

"Management process"

Execution

Tech/systems

Monitoring

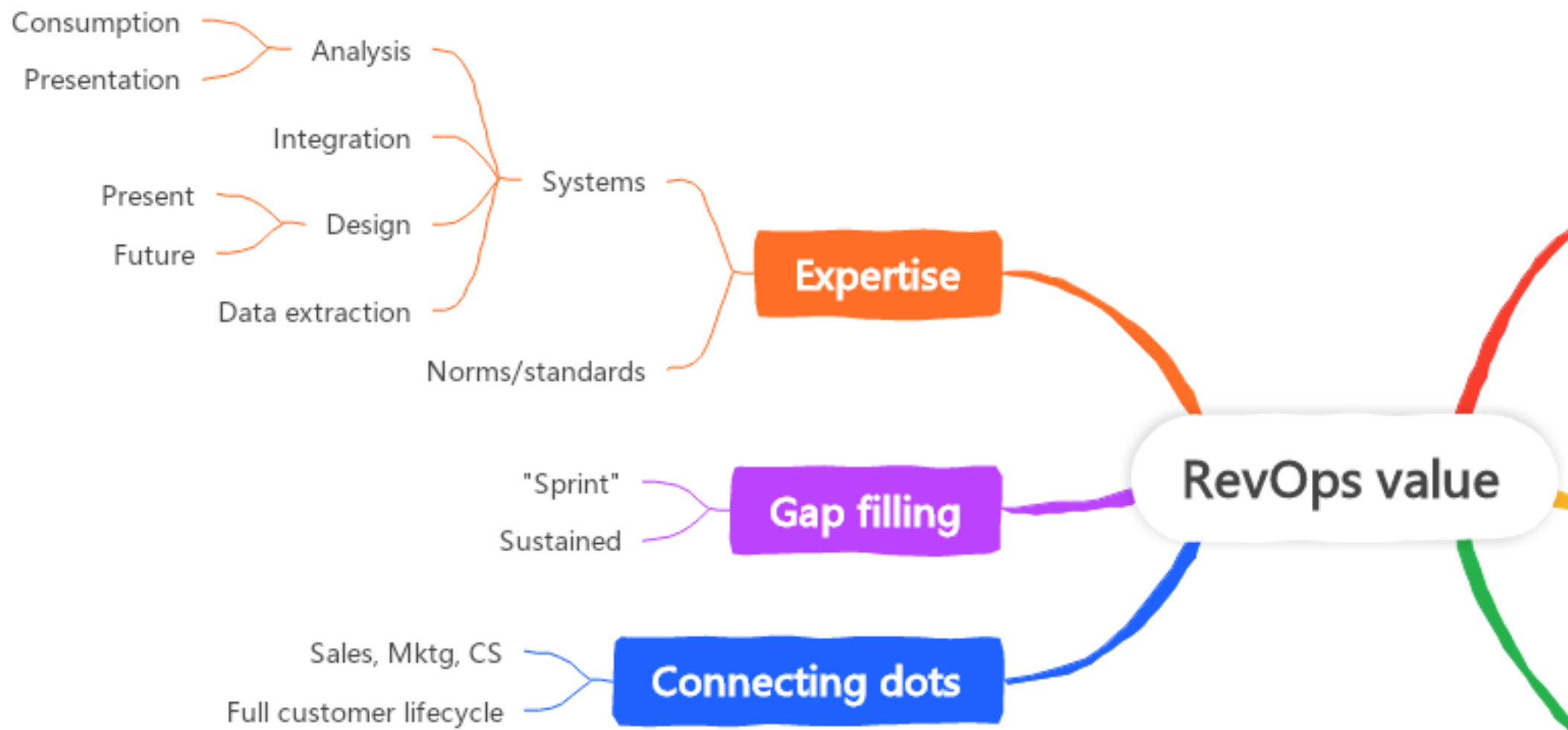
Analysis

Focus

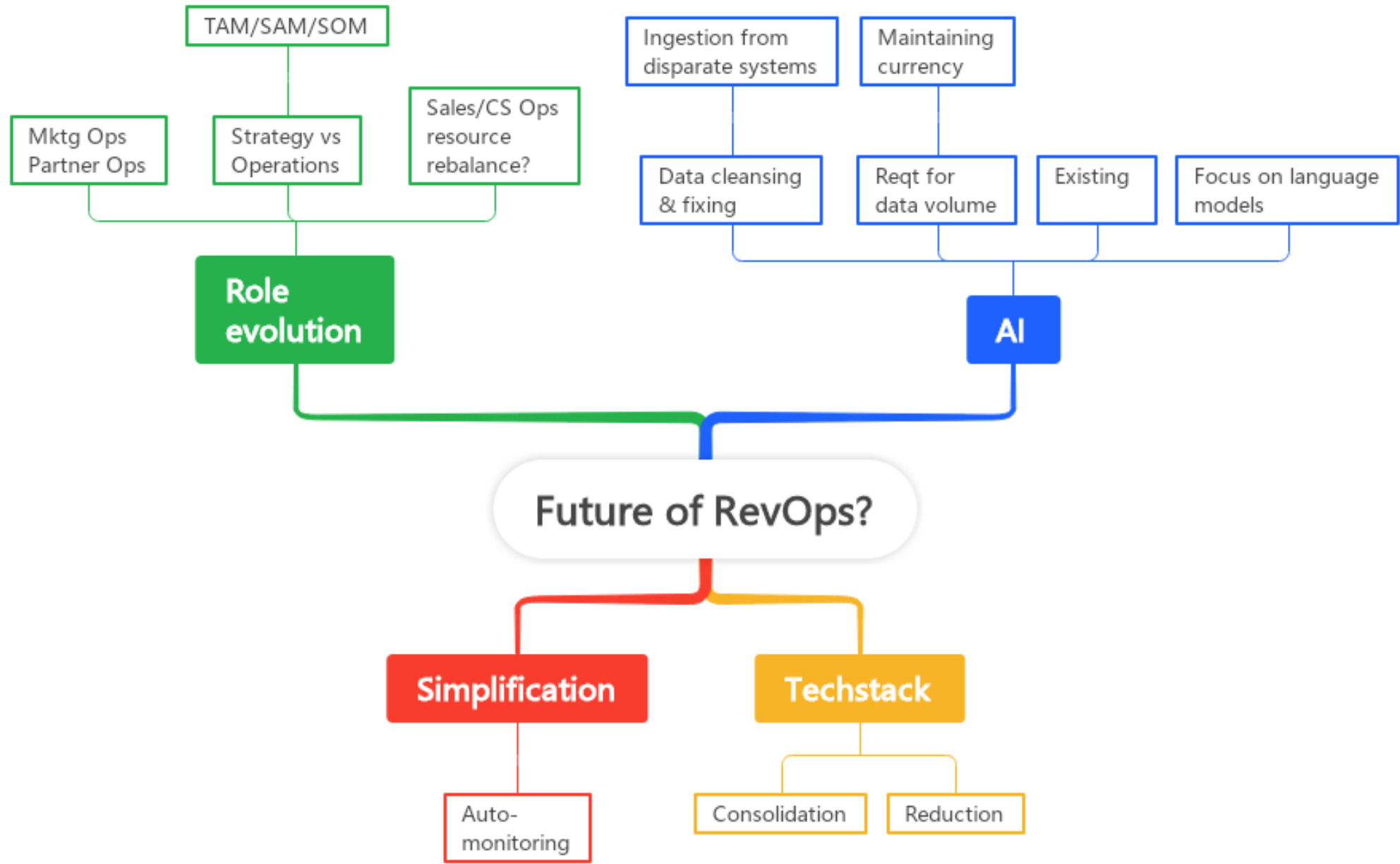
"Deep work"

Insight

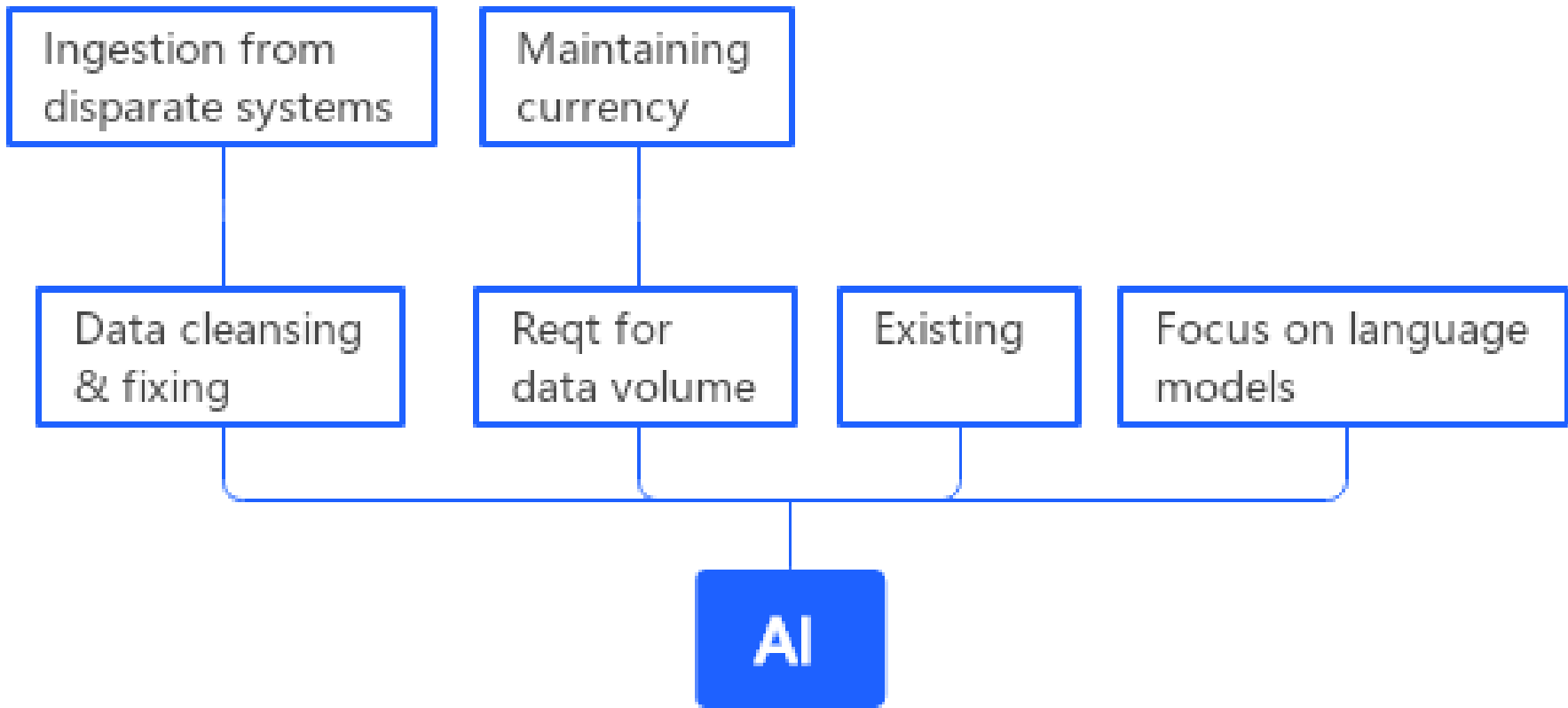
Metrics



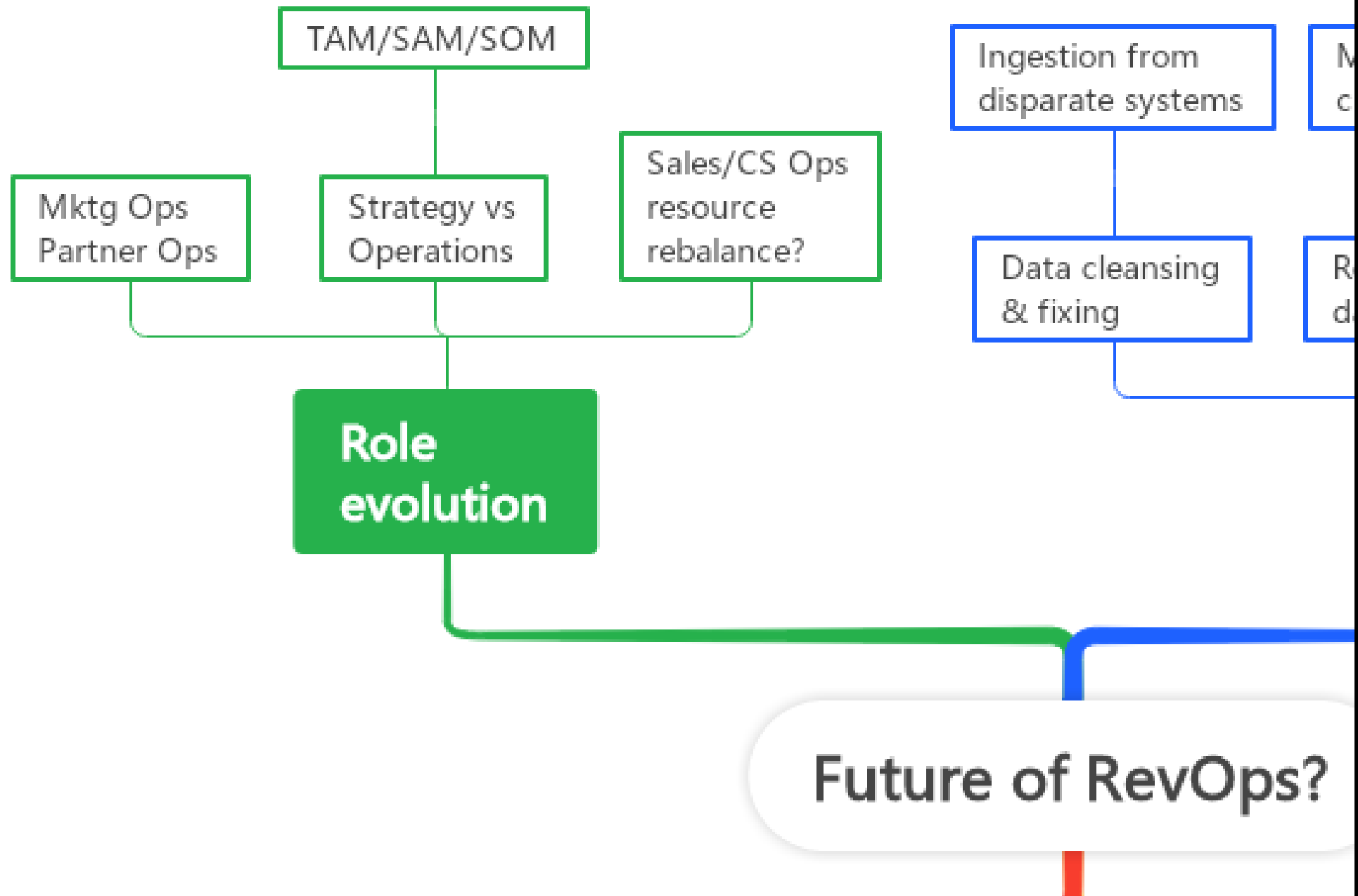
Future of RevOps?



s/CS Ops
ource
alance?



Future of RevOps?



Future of RevOps?

Simplification

Auto-
monitoring

Techstack

Consolidation

Reduction

Backup

What is Revenue Operations?*

“Revenue Operations (RevOps) involves aligning Sales, Marketing, and Customer Success teams to enhance overall revenue generation and customer satisfaction. It focuses on optimizing processes, technology, and data across these departments to drive efficiency and growth. RevOps aims to streamline the entire customer lifecycle, from acquisition to retention, by fostering collaboration and ensuring a unified strategy for revenue generation.”

* according to ChatGPT

When to start a RevOps team?

Why?

How?



