Gavin Peters
Chief Marketing Officer
Genasys

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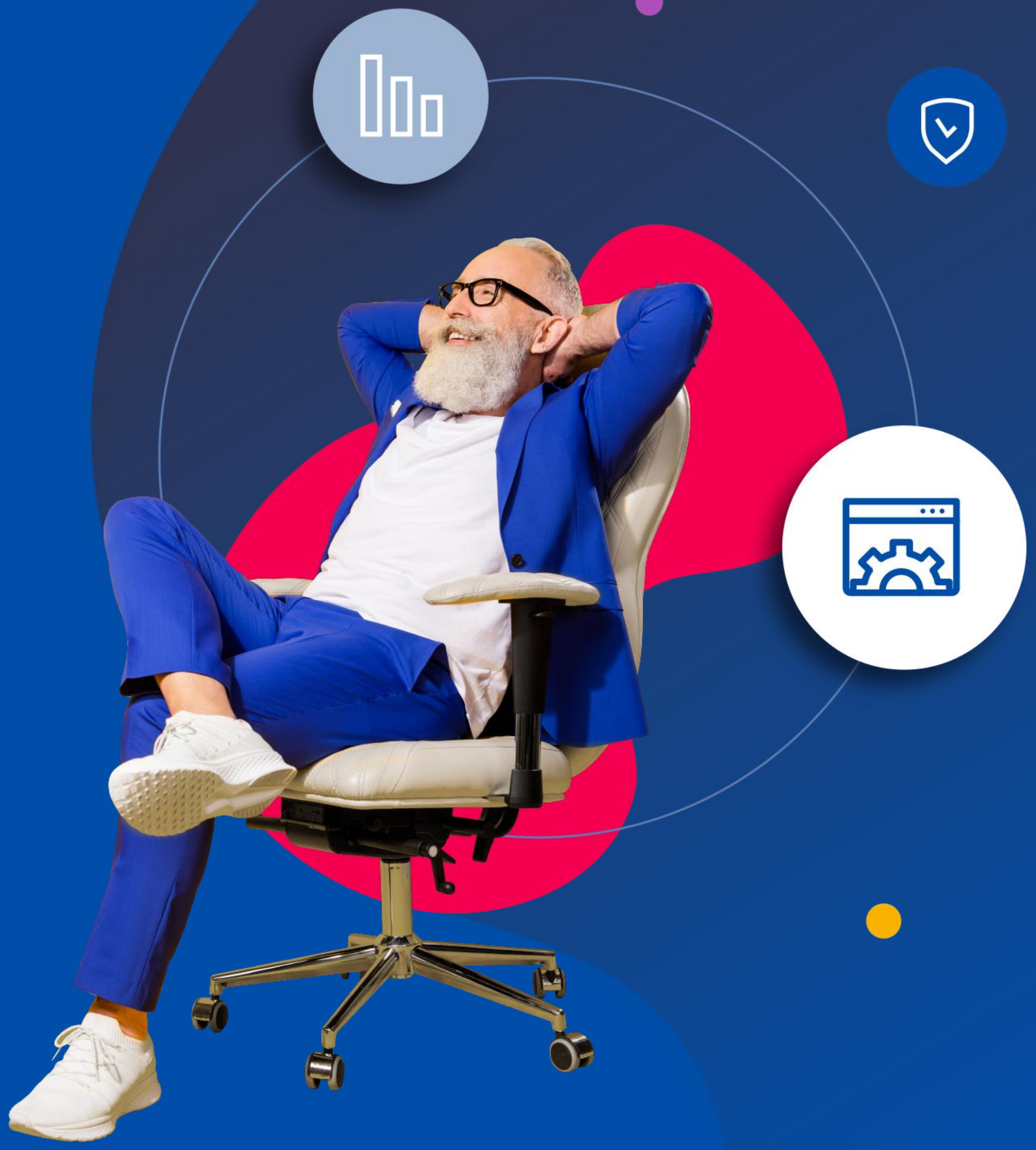
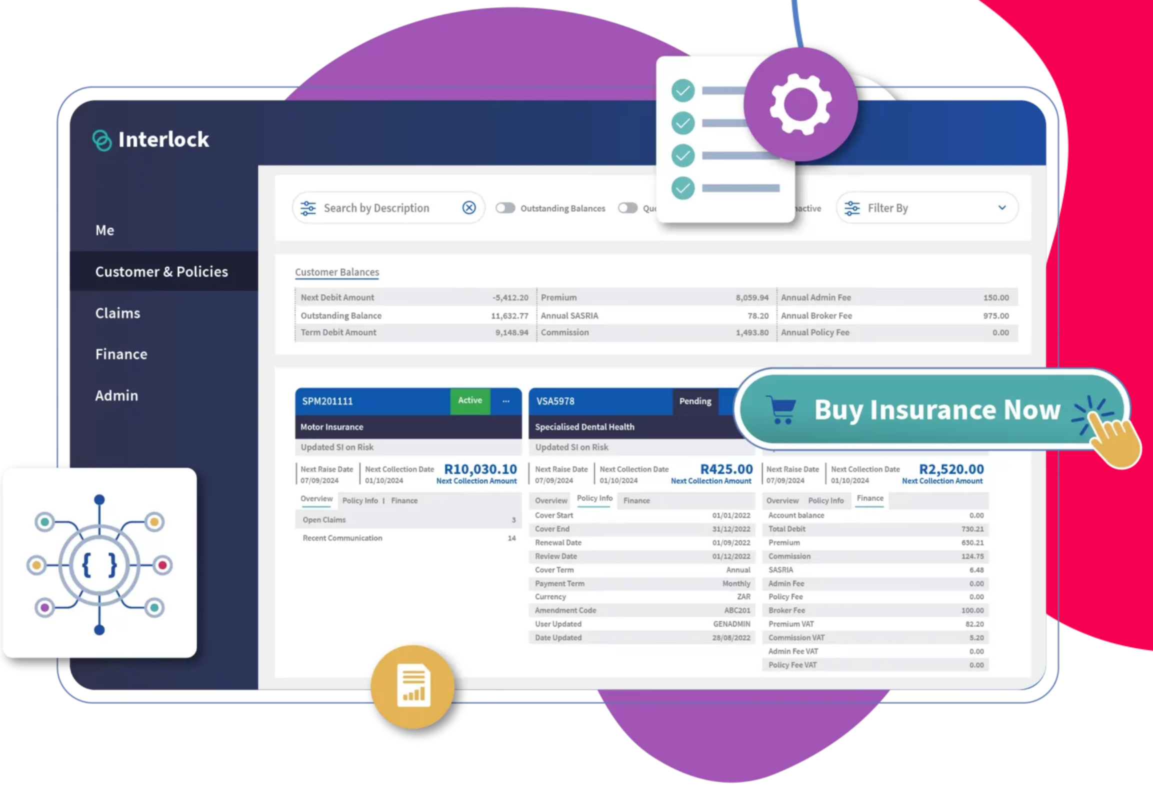
Applying RevOps practices to enterprise sales



genasystech.com XX

A bit about Genasys

We make insurance easier for insurers, brokers and their customers.



Luminary Award
Celent's 2023 P&C Billing Systems EMEA Report

Top 50 Insurtech
Business Cloud

Best Software Provider: Policy Administration
European Insurance Technology Awards

Excellence in Technology: Service Provider
Insurance Times Bronze Award

Business Partner of the Year: Technology Supplier
Insurance Times Gold Award

Top 50 Insurance Technology Partner
Insurance Times

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You’re already ‘doing’ RevOps

- Every one of us is trying to drive revenue
- We all have processes designed to help us scale
- We know we need to be aligned

… ‘RevOps’ just helps us focus the organisation on *why* and makes sure you **get it done in the most efficient way.**

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So tell everyone you're doing RevOps

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Driving a RevOps mindset

Cross-functional alignment

Clear strategy

End-to-end customer journey

Data-driven insights

Process & workflow

Technology

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#1: Formalise your ‘cross-team alignment’

“RevOps brings together marketing, sales and customer teams” … and also finance, product, delivery and group services.

Terminology

- Education: subject matter experts
- Shared glossary
- Centralised content and product reviews

Product knowledge

- Training alignment
- Internal demos and Q&As
- Clear, well-understood roadmap

Communication

- Meeting management
- Knowledge sharing
- Feedback

#2 Over-communicate your strategy

Don’t assume people understand it, just because you told them.

Review **and document** your strategy.

Continuously improve your understanding of customers, market and competitors.

Communicate – appropriately – to everyone.

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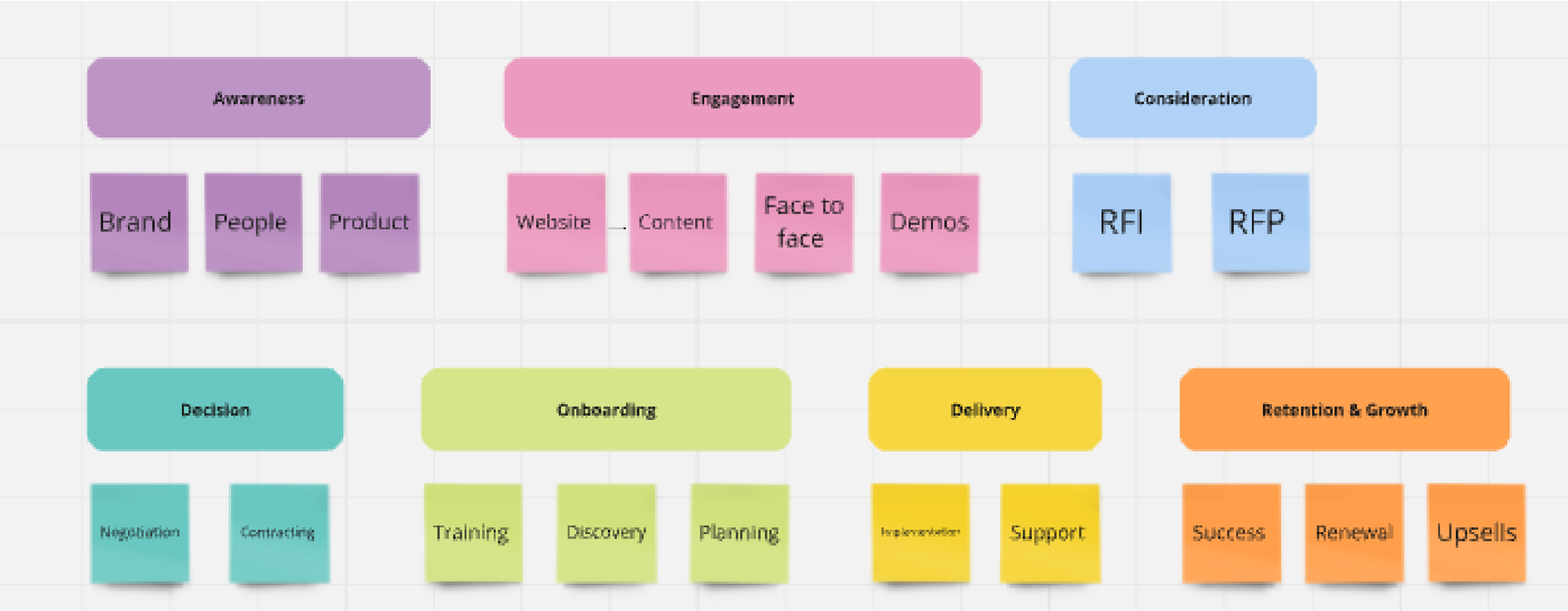
#3 Go deep into the end-to-end customer journey



If you're not adding value, you're taking it away

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#4 Don't mistake data for insight

Dashboards

- Ad reach
- Social reach and engagement
- Web traffic
- Web performance

- MQLs, SQLs, Opps
- Leads by source
- Conversion rates
- CPA
- CLV
- Average deal size
- Customer surveys/NPS
- Win/loss ratios

- Sales team feedback
- Prospect interviews
- Customer interviews
- Win/loss interviews

Quant

Qual

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#5 Configure the processes that are right for you

Don't assume a one-size fits all approach to scaling via automation

	Marketing	Sales	Retention
Automation	• Ads • Content scheduling • LinkedIn outreach • Inbound workflows • Email campaigns	• Pipeline management • Internal communications • Lead nurturing – reminders/notifications • Documentation	• Training workflows • Support ticket workflows
Process Improvements	• Lead qualification • Lead/event follow-ups • Content creation • Prospect insights	• Opportunity qualification • Lead nurturing comms and content • RFIs/RFP process	• Onboarding • Customer communication • Upgrades • Customer feedback • Upsells • Renewals

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#6 Technology:
Use a few platforms really well

DRIPIFY

monday.com

LinkedIn SALES NAVIGATOR

HubSpot

miro

Jira

RocketReach

Confluence

It’s all about the process

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Q&A

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