

SCALE

RevOps Council

Crafting a Framework for Success

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Today's Revenue Operations Council Session Leaders



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Model N



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Today's Agenda

- Welcome and Introductions (30 min)
- Presentation - The Transformation, Current State and Future Trends of RevOps (30 min)
- A Framework: The Revenue Hierarchy of Needs (15 min)
- Facilitated Discussion (90 min)

**We help our portfolio
build and optimize
hyper-growth GTM
machines**

Advisory

Been-to-Market Expertise



Advising our portfolio companies with bespoke GTM consulting

Content

Step-by-Step Guides, Workshops



Distilling decades of experience into concise GTM content and workshops

Events

The Power of Community

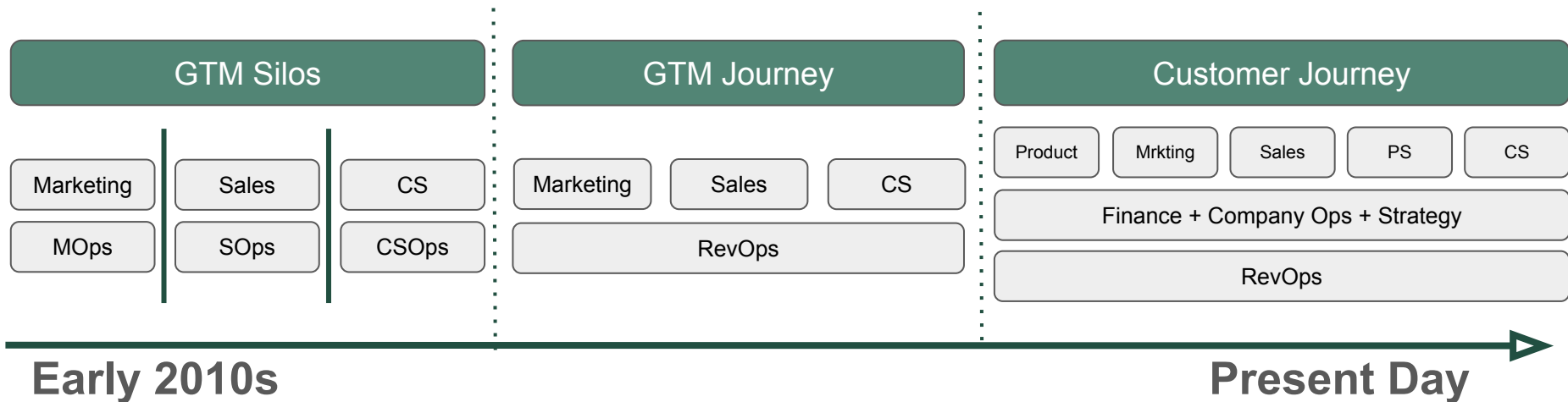


Connecting our network of EIRs, Exec Advisors and portfolio execs

Introductions

1. **Name**
2. **Title**
3. **Company**
4. **Your current definition of 'RevOps'**
5. **Greatest struggle with RevOps**

Revenue Operations Has Transformed Significantly Over The Past Decade



Today's RevOps Mission

Revenue Operations enables a company's ideal customer journey (and thus company success) by aligning, supporting and empowering all customer facing teams

- 'Un-siloed'
- Supports short *and* long term strategy
- Enables all GTM teams on systems, processes, skills & knowledge
- Future proofs the company

The Modern RevOps Team Functions

Head RevOps

Marketing Ops

GTM Tech Stack Admin

BDR / SDR Team

Deal Desk / Renewals Desk

Sales Ops

GTM Enablement

GTM Partner Ops

GTM Strategy & Planning

Customer Success Ops

GTM Analyst

- Operate in a “business partner” model (i.e. Marketing Ops to Marketing, Sales Ops to Sales, etc.)
- Tightly partner with other operations functions (e.g. BusOps, Product Ops, Finance Ops etc.)
- Operationally minded individuals from the functional areas that RevOps supports

The Modern RevOps Leader: A Go-To-Market COO

- Reports and is right-hand to CRO
- Hyper cross-functional
- Strong exec team relationship and influence
- *Leads* RevOps team with an extreme ownership culture
- Thrives operating at both the micro and macro level

The Future of RevOps

- Fueled by data insights and AI tech
- Responsibility to optimize the end-to-end customer experience
- Partner with Executive Leadership Team to create and execute company strategy
- Hold their company accountable to their mission, results and improvements

A Framework For Approaching RevOps

SALES HIERARCHY OF NEEDS

The Sales Hierarchy of Needs provides an overview of the key elements for designing and managing a successful revenue strategy. The elements are assembled from the bottom up starting with the foundational elements that allow you to build a sustainable, efficient growth organization.

METRICS AND REPORTING

ENABLEMENT

REVENUE PROCESS

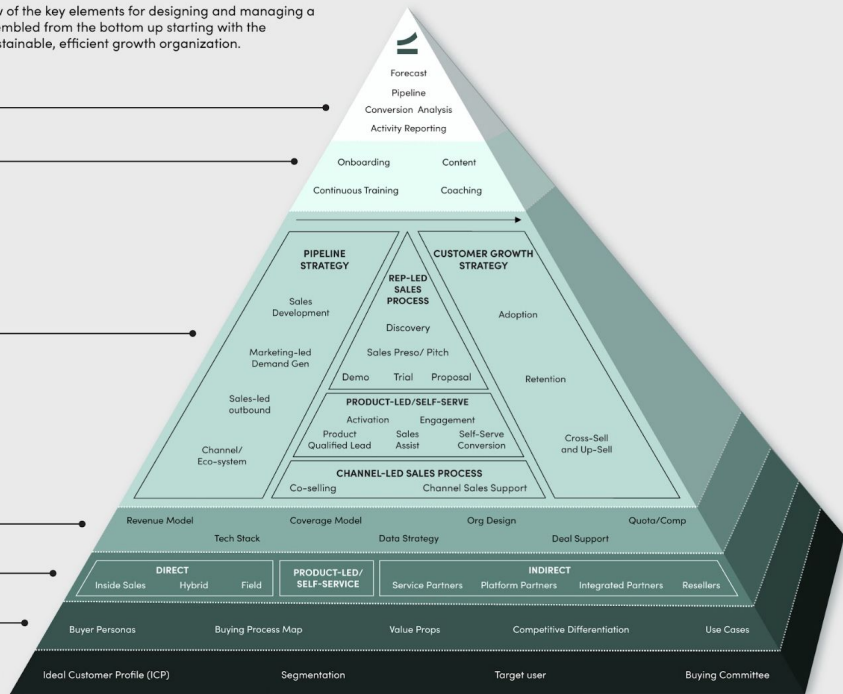
OPERATIONS

ROUTES TO MARKET

MESSAGING

TARGET MARKET

SCALE



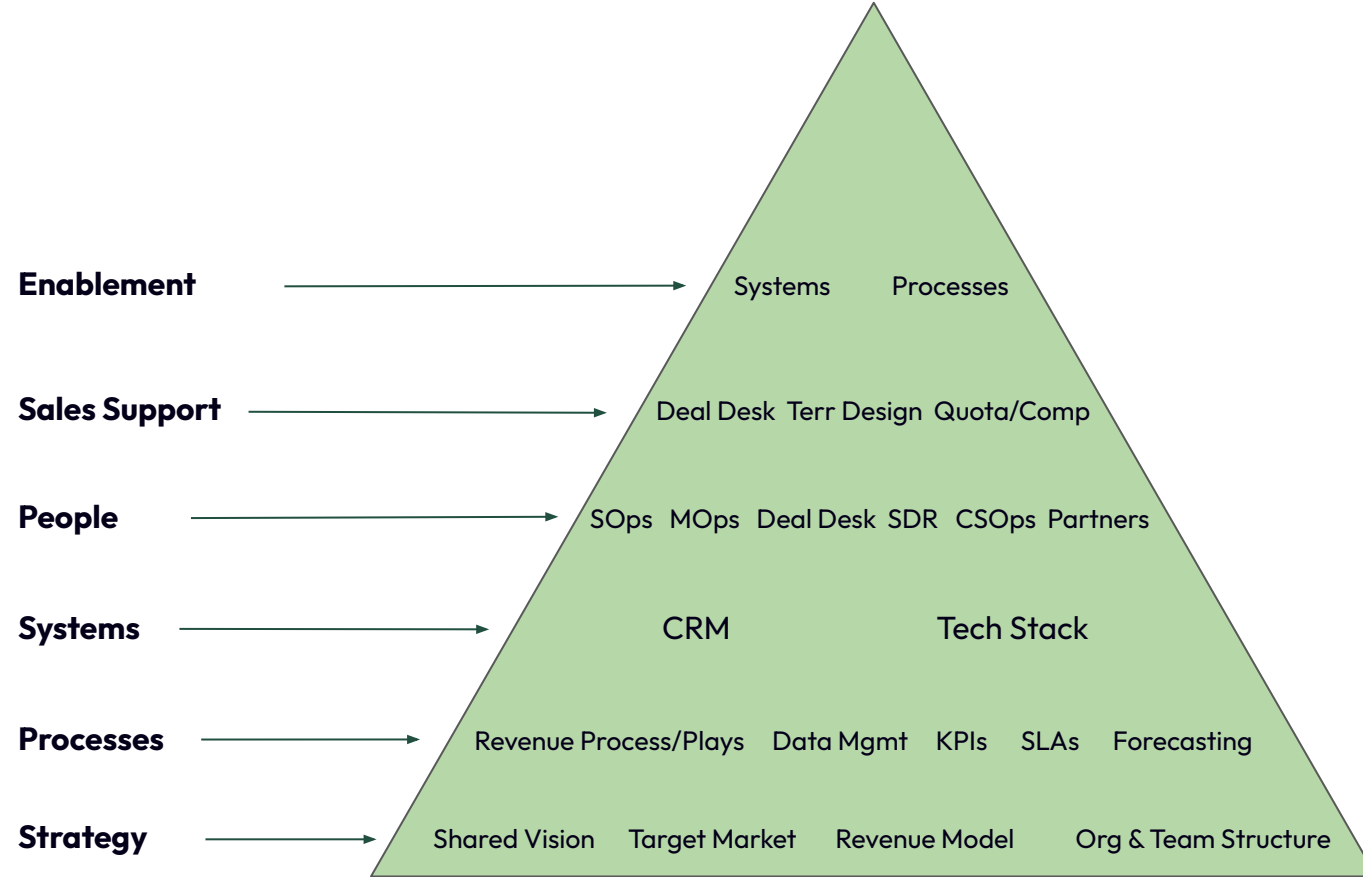
Where do I start?

What do I need to plan for in the next 6-12 mos?

Where are my gaps?

What am I doing well?

The Elements of the RevOps Hierarchy of Needs



Group Discussion

- When do you start investing in a RevOps organization?
- Where do you struggle to get support today?
- Where do you anticipate struggling to get support moving forward?

Thank you!