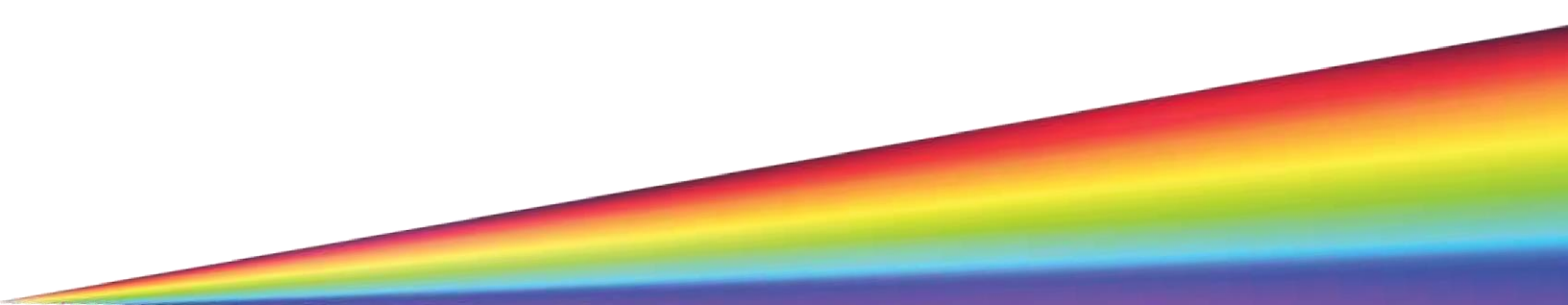


WHITE PAPER



# GROWING YOUR REVENUE: A STARTER'S GUIDE TO B2B REVENUE OPERATIONS

GROW BUSINESS TO BUSINESS REVENUE OPERATIONS



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## INTRODUCTION

As B2B businesses continue to grow, it may become overwhelming to keep pace with fast growth rates. Individual functions within your business scramble for scale and small cracks in the revenue flow quickly transform into gaping voids.

Silos seem to lug down all attempts to move forward. Research indicates that 78 percent of B2B businesses grapple with the challenge of consistent revenue growth across all industries. The results are missed insights, misreported numbers but most significantly, unhappy teams. Or how can your marketing team celebrate generating numerous high-quality leads while the sales team did not drive as many sales?

But how do you foster alignment across your data, your customer journey, and your internal teams to maximize your organization's revenue potential? Here we are, welcome to Revenue Operations, aka RevOps.

## WHAT IS REVENUE OPERATIONS (RevOps)?

For the most part, customers have already done some research before even providing the information asked by sales staff to

Revenue operations entail the strategic aligning (and combining) of revenue and sales goals throughout your departments. If properly implemented, RevOps can optimize your business's internal operations, boost client acquisition and enhance customer satisfaction, thus fostering a business culture focused on growth.

For a moment, let's imagine that revenue in your business is not merely a byproduct of a high-quality product or service. Instead, it is the outcome of your sales, marketing, and customer service departments working together as one powerhouse team to grow your business. That's RevOps for you.

## BENEFITS FOR RevOps

Businesses that align marketing and sales teams perform better and have shown to achieve up [to 27 percent faster profit growth and 36 percent more business growth](#). Here are some key reasons why you should implement RevOps in your business.

### 1. STREAMLINED OPERATIONS

Every minute your team spends trying to come up with solutions to process gaps is a minute that they are not focused on winning market share. Your teams may struggle with relatively simple operational tasks, from uploading to de-duplicating to assigning lists to event attendees. Even closing a sale can feel like a DMV trip for the sales team.

RevOps provide better systems and a seamless solution through centralized oversight. It increases your company's overall efficiency while removing barriers between teams and departments that may be hindering customer experience.

### 2. GREATER FOCUS ON OBJECTIVES ACROSS TEAMS

The thing with the silo model is that individual departments may have unique goals and metrics for measuring success. At times, some of these may end up contradicting the objectives of other customer-facing departments.

However, a revenue operations approach allows your departments to collectively achieve the goals related to customer experience, such as generating high-quality leads, sales and driving sustainable revenue.

### 3. PREDICTABLE BUSINESS GROWTH

When your team leaders are agreed on the interconnection of departments, it allows for a seamless transfer of data, ideas, and results, thus allowing teams to accurately determine which strategies will work and which will not.

### 4. SUSTAINABLE REVENUE GROWTH

RevOps boost the efficiency of processes across all departments. This helps team members to focus on generating more revenue while eliminating the need for you to acquiring extra resources.

### 5. ADAPTING TO MARKET CHANGES

Your business continues to grow, and markets continue to evolve. Year in year out, the change will be inevitable. Whether you are launching new products or its CRM re-implementation, you will need to support your teams through the changes.

RevOps offers your team members access to tools, data, and training necessary to help them make smart business decisions affecting various aspects of your business. RevOps also facilitate smooth internal transitions, reducing the risk of losing deals and time loss as markets change.

#### GOAL AND PROCESS ALIGNMENT

The days when businesses operated like bucket brigades (passing prospects from marketing teams to sales and customer success) are long gone. Today's best of the badge companies leverage a standard view of the business (across departments) to unify goals and optimize processes across teams.

To properly align your goals and processes, consider outlining the perceived goals and objectives that each team has been working towards. Then evaluate how

these fundamentally align to addressing the needs of the customer while driving growth.

You will possibly find that some of these objectives are not consistent with driving growth in your company. You may even find a scenario where all your teams (marketing, sales, and customer success) have a different perspective on who the primary customer has been the whole time.

Revenue operations primarily remove departmental silos, develop shared truths, and enhance the collaboration (in goals and processes) of your teams to accelerate revenue growth.

#### TOOLS

If your teams use too many different tools, it may create lots of confusion across functions. Moreover, if the tools do not integrate or share data properly. If you need your departments to be genuinely aligned, you will want to choose the right tools that work well together to give you comprehensive and actionable insights.

Some excellent tools like [LeadAngel](#) are a perfect option to gain insight into your customers across sales, marketing, sales, and customer success.

#### WHO WE ARE

Effective lead management is key to drive growth in your business. At [LeadAngel](#), we offer reliable, fast, and customizable operations to guarantee you the best experience in B2B lead management. Our range of special tools and technologies can solve even your business's most complex lead routing challenges.

We offer high-quality services in lead routing, segmentation, list matching, fuzzy matching, and everything in between. For more information on Revenue Operations or how our platform can help you scale your business, feel free to [contact us](#) today, and we will be more than willing to assist.



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