



## Executive Brief

### **How Enterprise Companies Will Transform Revenue Operations in 2021**

As part of Frost & Sullivan's **Webinar Series: Sales** program, ringDNA recently hosted a one hour webinar, **How Enterprise Companies Will Transform Revenue Operations in 2021**. The presentation was geared to sales, marketing and customer experience professionals and featured strategies to help reinvigorate sales and growth across industries.

#### **Speakers:**

William Tyree  
*Chief Marketing Officer*  
ringDNA

Jordan Henderson  
*Director of Revenue Operations*  
ringDNA

#### **Abstract:**

Despite the ongoing evolution of sales, marketing and success technology, just 26% of revenue teams have a “well aligned” revenue strategy. As digital transformation accelerates, business silos can either expand or improve. Intelligent strategic and technological decisions can help businesses break down these silos for a more successful revenue engine.

#### **Key Take-Aways:**

- Key methods for ensuring consistent data across teams
- Insight on technology decisions that are key to ensuring you avoid business silos
- Examples of the power of feedback loops and why cultivating them should be priority #1
- An understanding of how and why AI will become the cornerstone of industry leaders' competitive advantage

Jordan Henderson opened the webinar by loosely defining revenue operations (Rev Ops) as end to end revenue and holistic revenue alignment across sales and marketing *as well as the entire organization*. Jordan noted that data is an important foundation of an inclusive revenue approach.

When the participants were asked: *Do [your] sales, marketing and customer experience (CX) functions have a well-aligned revenue generation strategy?* the results were telling. 44% of those polled said “somewhat aligned,” 19% said they were “misaligned” and **0%** said they were “very aligned.” Jordan shared the following framework of what an aligned revenue strategy should consist of:

### **The Basic Framework of an Aligned Revenue Strategy**

- **An executive mandate**
- **Aligned strategy** with shared revenue objectives
- **End-to-end processes** that are actively managed and tracked
- **Centralized data** that provides a single view of the customer
- **Shared analysis** to monitor and measure the revenue lifecycle
- **Technology** that supports the strategy, processes, data and analysis across the organization

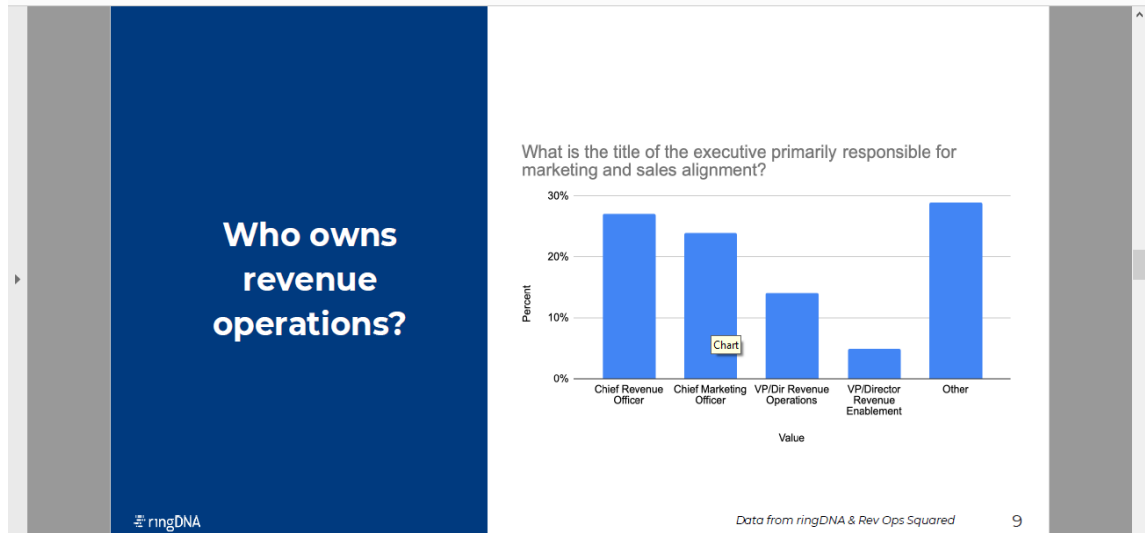
### **Challenges**

Often, technology is implemented to align sales and marketing, but does not support integration across the organization. A well-defined and executed Rev Ops strategy is also missing from many companies today. Ideally, revenue operations are connected and flow both downstream and upstream, not just from the top. Centralized data, with a single view of the customer is key to facilitating this. Data and marketing siloes, as well as processes that fade into CRM systems, are not effective. Common roadblocks to implementing a well-orchestrated Revenue Ops program include:

- Culture
- Data and tools
- Organization
- Knowledge
- Ownership issues

Yet, according to recent HubSpot data, companies that shift to a Rev-Ops model achieved the following results:

- Publicly traded companies with Revenue Operations groups saw *71% higher stock performance* than those who don't have Rev Ops groups
- Companies with aligned revenue support *grew 19% faster and were 15% more profitable*

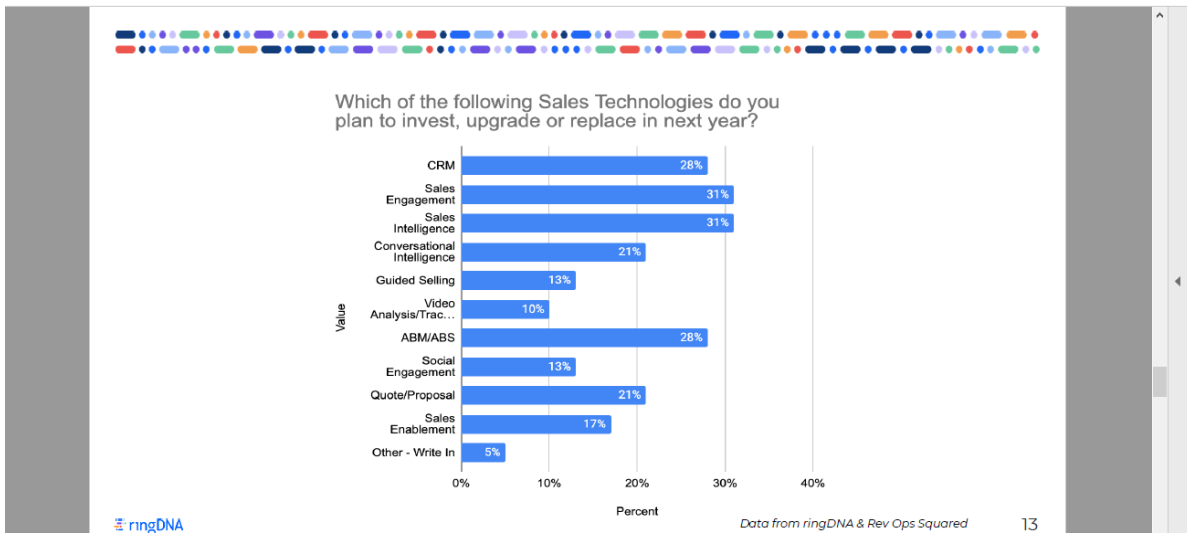


### Creating a Rev Ops Process

The importance of conducting regular metrics reporting and joint data analysis was discussed. Analyzing metrics and data in real time or very soon after transactions (as opposed to “looking back” much later) is most effective. It’s also important to have a clearly designated person (ideally in the C-suite) who “owns” Rev Ops and acts as a liaison between departments to keep important insights flowing.

Companies should establish what they are looking to accomplish with their data and technology. It’s critical to ask: “Does it solve the problem?” The concept of conversational intelligence, i.e., a company’s ability to communicate and collaborate based on a shared sense of reality, was highlighted. A concrete example of employing conversational intelligence can be found in customers complaining about their experience (UX) and then funneling the issues back to the product design team, rather than just leaving complaints in the contact center.

Leveraging conversational intelligence in the enterprise should include sharing customer questions and issues across the organization...and seeking to solve them collectively rather than in siloes. Another conversational intelligence example might include creating a list of keywords from searches and calls, and sharing the information throughout the company, or extracting key data and using it to solve problems cross-functionally.



### Rev Ops: Getting Started

How to get started implementing a Rev Ops strategy in your organization? A key first step is agreeing on definitions. For example, a Marketing Qualified Lead (MQL) should have the same meaning in all departments. Next, get all the data aligned in one uniform database and connect to tech stacks across the company.

Not surprisingly, B2B Software-as a Service (SaaS) companies were noted as leading the way with Rev Ops, as technology and data are in their DNA. Fortunately, there are many technology tools, including advanced AI-powered platforms, to help connect the dots – and the data – across the enterprise.

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 Frost & Sullivan