# Revenue Operations (RevOps):
It's important to obtain information from technical sales to get a unified view of the business

Companies whose departments work together win together. Here are seven points to consider for RevOps when supporting the company's growth.

Point 1: **RevOps is key to aligning the company's growth engine.**

RevOps helps departmental leaders improve prospect and buyer engagement across the company to fuel growth.
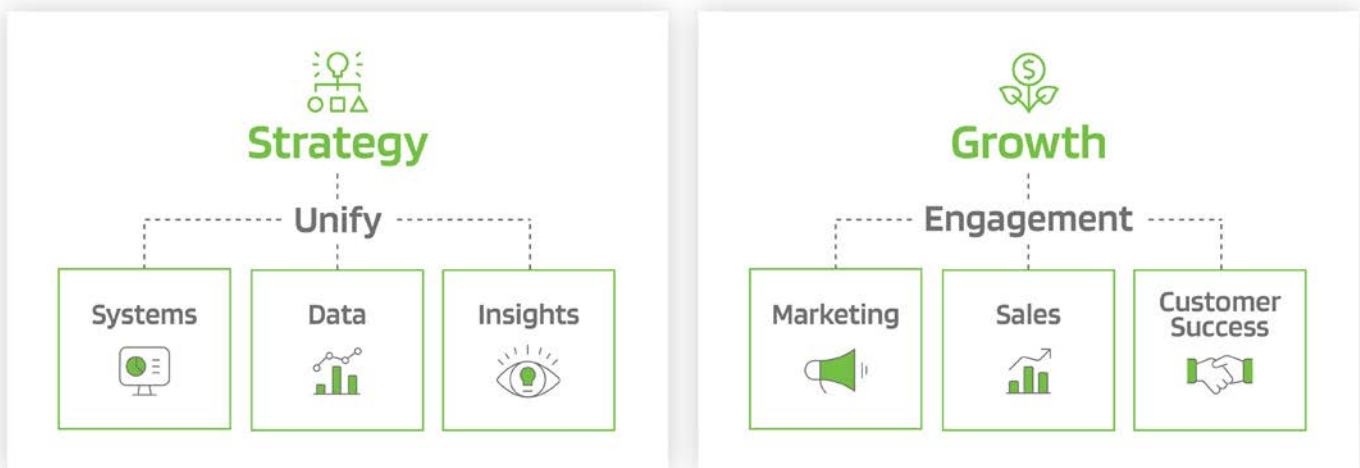
Unify systems, data and insights to contribute to the growth strategy.

## Point 2: Sales has several sub-departments that are nuanced in their contribution to fueling growth.

Sales has sales development, account executives and technical sales, who all play a key role in growth.

Technical sales have a tremendous amount of impact on growth and middle–of–the–funnel conversions.

Point 3: Technical sales is the key to optimizing the middle–of–the–funnel performance.

Technical sales has a tremendous amount of influence on net new revenue.
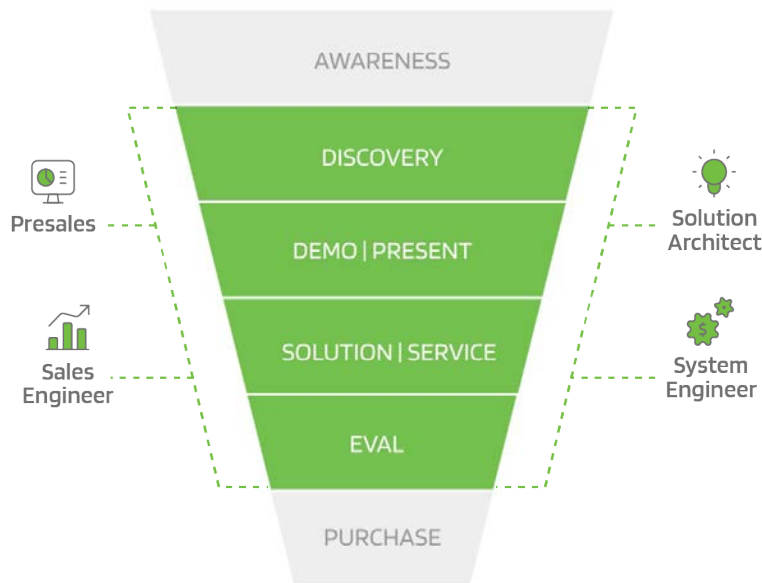

Quantify the opportunity amount under their management within your own funnel. Measuring the return of investment for this stage of the funnel is top of mind for the executive suite.

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> ## "Public companies with RevOps had 71% higher stock performance."
> – SiriusDecisions Research

Point 4: Complete view of the business is dependent on making it easy for department professionals to easily provide data within their own system of record (SOR).
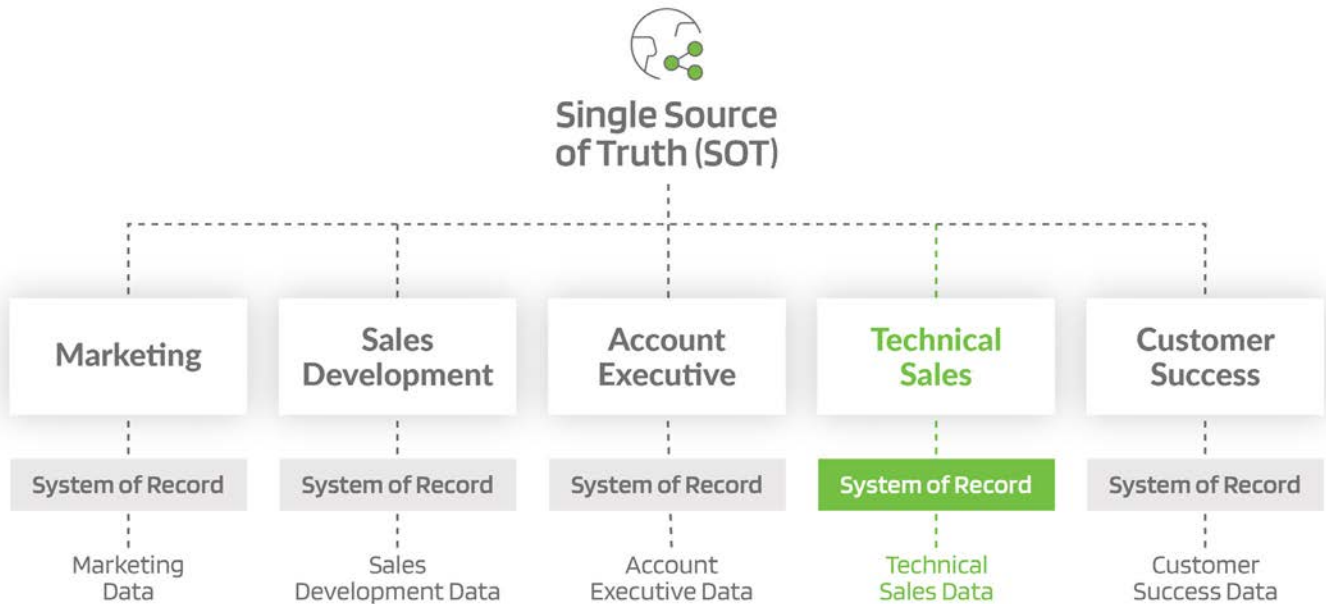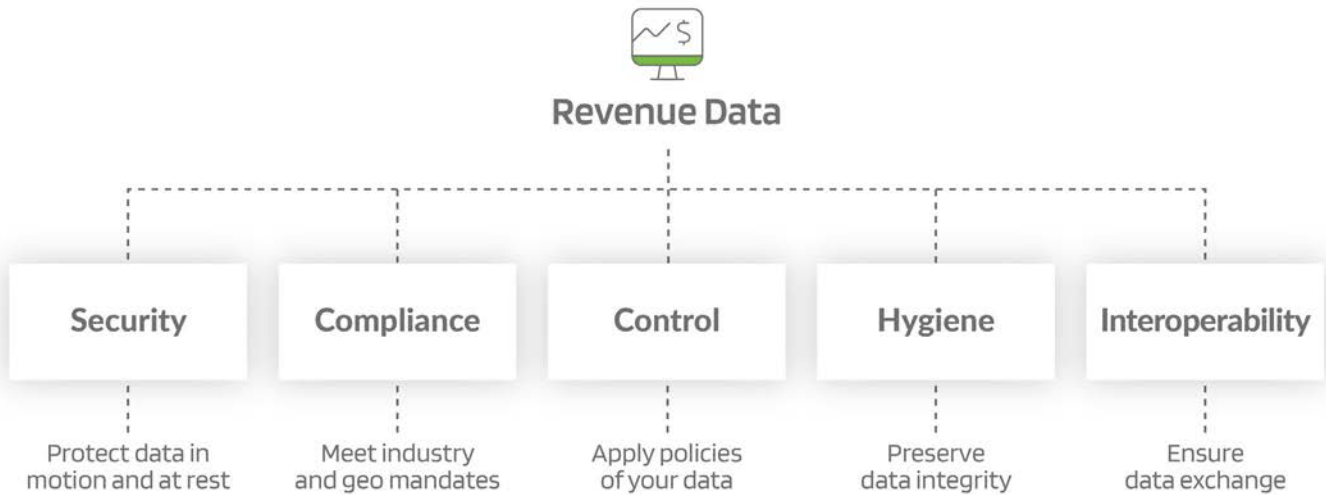
Each department is specialized and needs its own SOR suited to meet the corresponding professional daily needs.
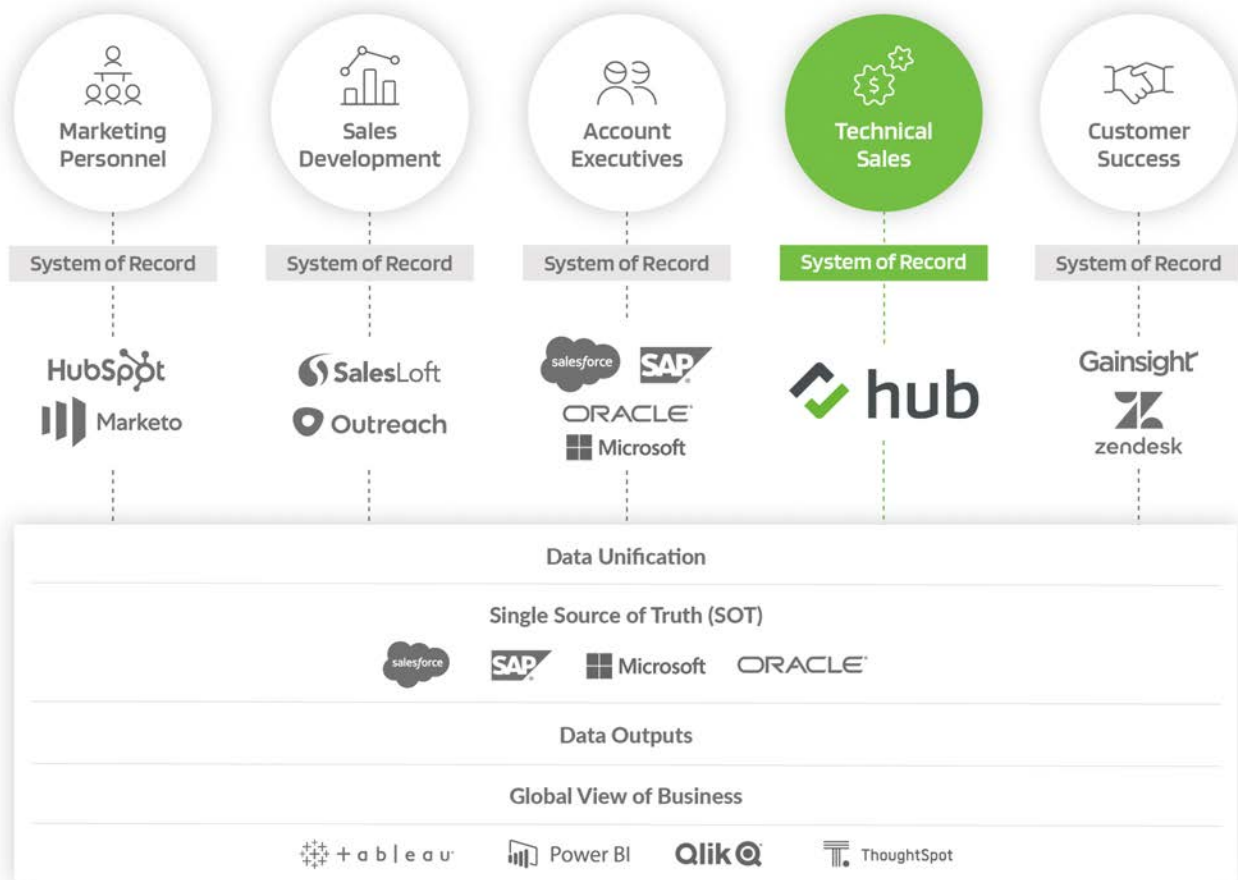
Data outputs result in departmental insights that must be unified into a single Source Of Truth (SOT) for a global view of the business.

Point 5: RevOps must be able to enforce security, compliance, data integrity and management controls.

Protecting and managing the revenue data is of high importance.

Revenue Data

Security	Compliance	Control	Hygiene	Interoperability
Protect data in motion and at rest	Meet industry and geo mandates	Apply policies of your data	Preserve data integrity	Ensure data exchange

Single Source of Truth (SOT)

Marketing	Sales Development	Account Executive	Technical Sales	Customer Success
System of Record	System of Record	System of Record	System of Record	System of Record
Marketing Data	Sales Development Data	Account Executive Data	Technical Sales Data	Customer Success Data

It's absolutely critical to ensure that departmental SORs meet strict security, compliance, control, interoperability and data hygiene mandates within the single Source Of Truth (SOT).

Point 6: Incorporating various SORs into the company's single SOT should be easy and follow best practices.

Exerting more of time, effort and cost on incorporating third-party SORs is something an overworked RevOps team cannot afford.

Automate	Ease of Use	Read	Write	Execute	Enrich	Track
Streamline data capture to increase visibility on the business	Make it very simple and intuitive for users to input work data	SOR and SOT should be able to read each other's data	Control how and when the SOR can write data to the SOT	Manage workflow policies across SOR and SOT	Enhance the data that already exists in your SOT	Be able to track SOT data when interacting with the SOR

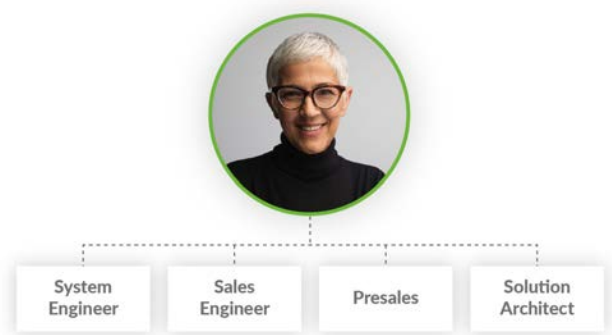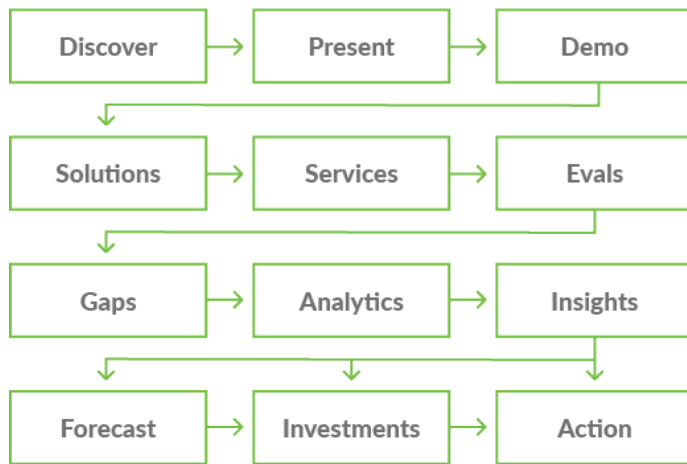| Departmental Users	Visibility, Insights, Reporting	Security, Compliance

RevOps must have control to define read and write policies between SORs and their single SOT. Departmental SORs must make it easy and automate data capture for their users. The company's single SOT data must be greatly enriched by the SOR and be able to track its data.

Point 7: **Sequence and prioritize RevOps unification initiatives to support the company's growth.**

If you can't measure technical sales, how can you get a unified view of the business?

	Source of Record	Current Visibility	Digital Selling Importance	Funnel Stage Impact	Headcount Expense
Technical Sales	Needed	●	● ● ●	▼	● ● ●
Marketing	Mature	● ● ●	● ● ●	▼	● ●
Sales Development	Growing	● ●	● ● ●	▼	● ●
Account Executives	Mature	● ● ●	● ● ●	▼	● ● ●
Customer Success	Growing	● ●	● ● ●	▲	● ●

While other departments already have an SOR, technical sales need their own SOR so RevOps can provide a unified view of the business.

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Discover → Present → Demo
   ↓
Solutions → Services → Evals
   ↓
Gaps → Analytics → Insights
   ↓        ↓         ↓
Forecast → Investments → Action
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System Engineer	Sales Engineer	Presales	Solution Architect

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