
Revenue Operations & Enablement

Strategy › Execution

Why Focus on Revenue Operations & Enablement?

Revenue Operations and Enablement impacts all functional areas that make up the customer experience and creates more goal-oriented marketing tasks.

Using operational frameworks and data-driven approach, you can evolve your GTM efforts to drive growth at scale and create a true partnership between sales, customer success, and marketing.

1. Giving marketing better visibility into what's working.
2. Providing sales with better information for outreach.
3. Creating a better experience for the customer.

Getting Started

Revenue Enablement Framework
& Strategic Process

The Enablement Framework



Process

Support operational process with strategic oversight. Align on datasets and provide clear documentation.



Alignment

Align teams and resources by setting SLAs establishing KPIs and supporting regular collaboration.



Enablement

Build onboarding and training programs tied to content at every stage of the buyer journey.



Systems

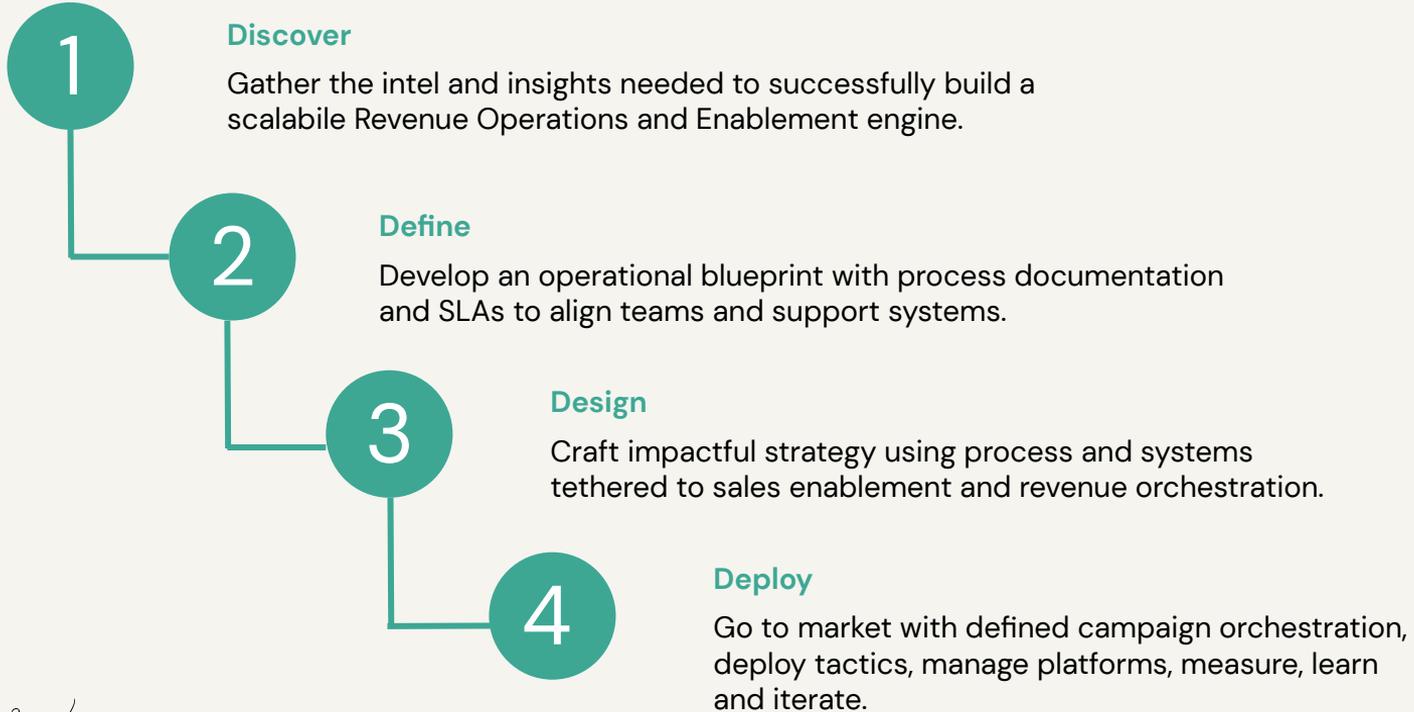
Optimize tech stack with integrated marketing automation and sales software.



Analysis

Establish top revenue metrics and build dashboards that demonstrate demand capture and direct pipeline attribution.

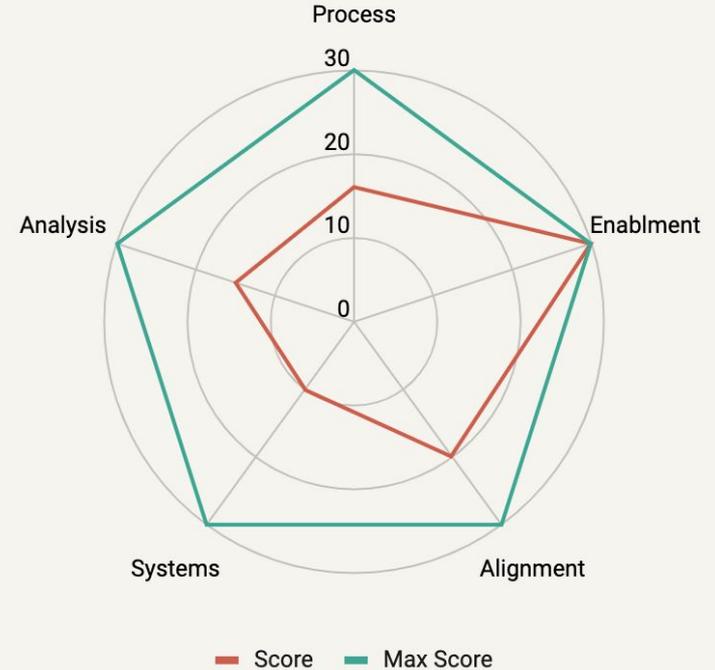
Four Step Strategic Process



Discover

Using a Revenue Enablement Assessment we can plot and visualize the current performance and capabilities for each of the 5 dimensions of the Revenue Enablement Framework: **Process**, **enablement**, **alignment**, **systems** and **analysis**.

- Producing a bespoke blueprint for aligning and optimizing revenue enablement efforts.
- Providing a gap analysis vs. best in class and desired end state against each dimension.
- Identifying gaps and the most impactful actions that will promote growth and produce greater ROI.



Define

Definitions are critical for effective execution and deployment of any marketing program. They allow you to measure and manage your teams performance in a meaningful way and provide stakeholders with clear indicators of success.

1. Clearly define the role of sales and marketing.
2. Validate the digital personas, sales cycles, and goals.
3. Establish key metrics and methods of measurement.
4. Document terminology and processes.

Sample Documentation:

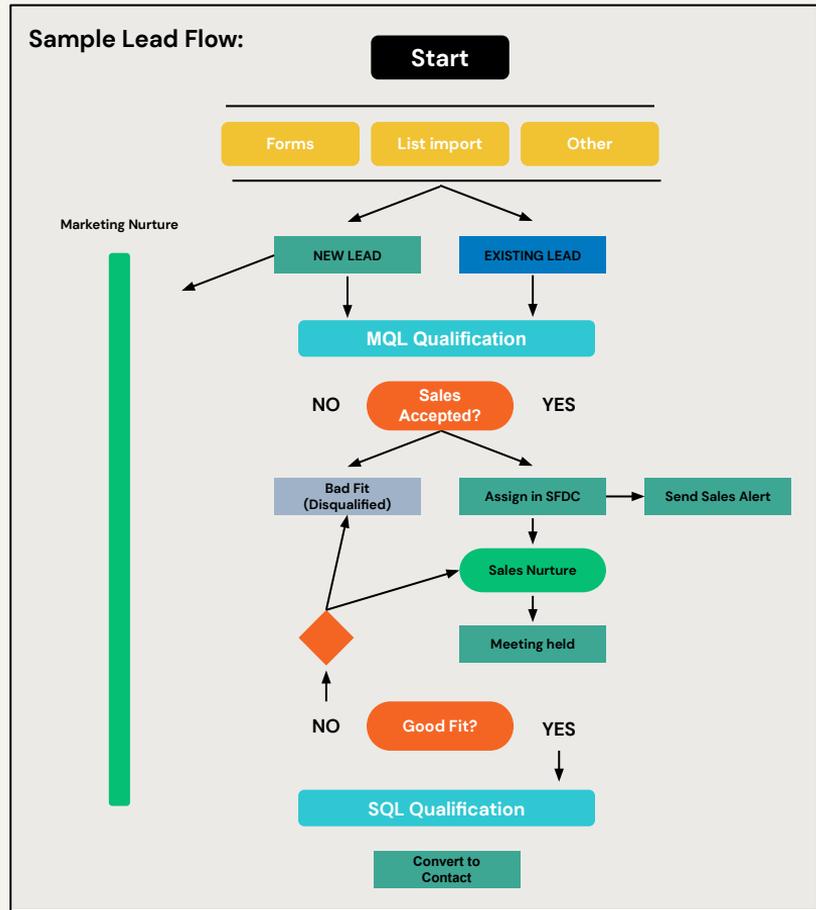
What happens when an MQL comes in?



Design

Design for each of the 5 dimensions of the Revenue Enablement Framework and prioritize based on the discovery assessment.

- Use an SLA to specify exactly what is (and is not) covered in campaigns.
- Map lead flows, scoring criteria and qualification stages visually that aligns with marketing and sales activity.
- Design systems to work manually, ensuring a sound process is in place. Then automate systematically as you scale.
- Build reporting to track key conversion rates throughout the funnel and establish benchmarks for success.
- Develop training and enablement resources for internal process and campaign execution.



Deploy

Execute Plan

Sales and Marketing go to market with alignment on messaging, process and goals.

Measure Performance

Collect data quickly. Measure internal performance metrics and program success metrics (engagement, SQLs, pipeline, etc.)

Iterate & Optimize

Create benchmarks as data is collected. Identify gaps in process, iterate and optimize where needed.

Demand Gen Funnel

1. Track all agreed upon lead and opportunity stages by month.
2. Focus on optimizing conversion rates at key stages of the funnel.
3. Use Average Contract Value (ACV) and target revenue to set lead and opportunity goals.
4. Develop benchmarks for goal setting, identifying trends, and measuring campaign performance.

Demand Funnel by Month

Status	Month 1	Month 2	Month 3	Avg Rates	Forecasting Goals	
MQL	265	300	300	300	MQLs >	107
New	15	60	60	60		
Working	50	40	40	40		
Nurture	20	40	40	40		
Bad Fit	30	20	20	20		
SAL	250	260	265	263		
% SAL	94%	87%	88%	88%		
SQL	150	160	165	163	SQLs >	58
MQL > SQL	57%	53%	55%	54%		
Opp	50	96	100	98	Opps Needed >	35
SQL > Opp	33%	60%	61%	60%		
Open Opps	5	65	65	65		
Closed Lost	20	5	5	5		
Closed Won	25	26	30	28	Closed Won >	10
Opp > Closed Won	50%	27%	30%	29%		
ACV:						\$75,000
Target Revenue:						\$750,000

Enter Average contract value for inbound leads

Enter revenue target to set lead goals

*Sample data. Access sheet [here](#).