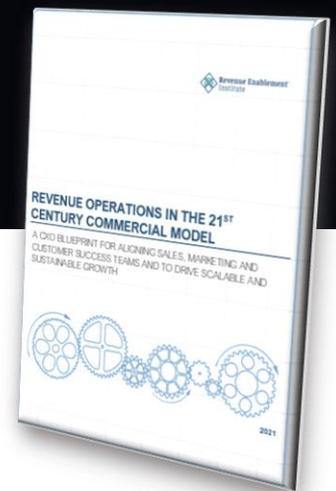




THE REVENUE OPERATIONS MATURITY ASSESSMENT



A comprehensive evaluation of your commercial teams, operations, systems and processes that will unlock more profitable, scalable, and sustainable revenue growth

The Revenue Operations Maturity Assessment is an in-depth assessment of your organizations ability to unlock more organic, profitable and sustainable growth with existing resources and capabilities by:

- Aligning your sales, marketing, and customer success teams around the customer
- Optimizing the performance of your commercial operations, processes, and systems
- Generating more growth from your commercial data, technology and relationship assets

With an investment of only several hours by your sales and marketing operations leadership, the faculty of the Revenue Enablement Institute will create a detailed revenue operations assessment analysis. This analysis will help your growth leadership team quickly understand, visualize, agree upon and prioritize the steps your organization can take in the short, medium, and long term to grow faster and more profitably.

Organizations that move to a Revenue Operations Model that aligns revenue teams and optimizes the commercial architecture to reflect the new economics of selling can realize five to ten points of bottom-line profit contribution in the short term, or if reinvested, can improve long term growth prospects by over 50%

What Is The Revenue Operations Maturity Assessment?

A blueprint for aligning sales, marketing and customer success teams and optimizing your commercial operations, processes and assets in a 21ST Century Commercial Model

Revenue operations has emerged as a board level issue for a simple reason - organic growth, and the commercial assets that create it, have become essential to value creation in every business – whether you run a hyper-growth SaaS business, a Fortune 1000 enterprise, or are attempting business transformation to a cloud based recurring revenue model.

The Revenue Operations Maturity Model provides a comprehensive blueprint for identifying the unique steps your organization can take to continuously improve revenues, profits, and firm value. CEOs, growth leaders and their delegates in sales operations and enablement can use this tool to evaluate their commercial operations to quantify the unlocked revenue potential in their commercial model and prioritize the next best steps to improve performance.

The Maturity Model is built upon 18 discrete commercial building blocks your organization can deploy to better align commercial revenue teams, operations, systems, and processes to grow faster at lower cost.

Our expert faculty will evaluate your commercial operations against these rigorous, financially valid and externally vetted criteria to form the basis of our analysis and recommendations. The business best practices underlying the 72-point Revenue Operations Maturity model are documented a 115-page blueprint for aligning sales, marketing and customer success teams and optimizing your commercial operations, processes and assets which will be provided to the growth leaders and operations teams participating in the assessment.

Individually, these actions can be piloted, sequenced, and measured to create financially viable and bite sized stairsteps that move your organization through a transformation in ways that are politically, practically, and financially achievable. Collectively the sum of these steps can yield transformational results.

90% of growth leaders are redefining their commercial architecture to adapt to the new economics of selling, improve speed, and realize more market opportunity

90% of growth leaders are consolidating the operations that support selling to eliminate airgaps and leakage in the commercial process and better manage and monetize their commercial data, technology and content assets

85% of CXOs are actively changing roles and assignments on their revenue teams to improve speed, team selling, and customer lifetime value

Over **75%** of B2B organizations have introduced “CXO” and CRO roles with an expanded remit to lead commercial teams, operations, systems, and processes across the enterprise.

75% of growth businesses will deploy RevOps by 2025

Source: The Revenue Operations in A 21st Century Commercial Model Report, 2021

How Does It Work?

Revenue Operations Maturity Assessment is built around 18 discrete commercial building blocks your organization can deploy to better align commercial revenue teams, operations, systems, and processes to grow faster at lower cost. 18 key dimensions which in turn breakdown into 72 discrete criteria which on which the maturity model is based.

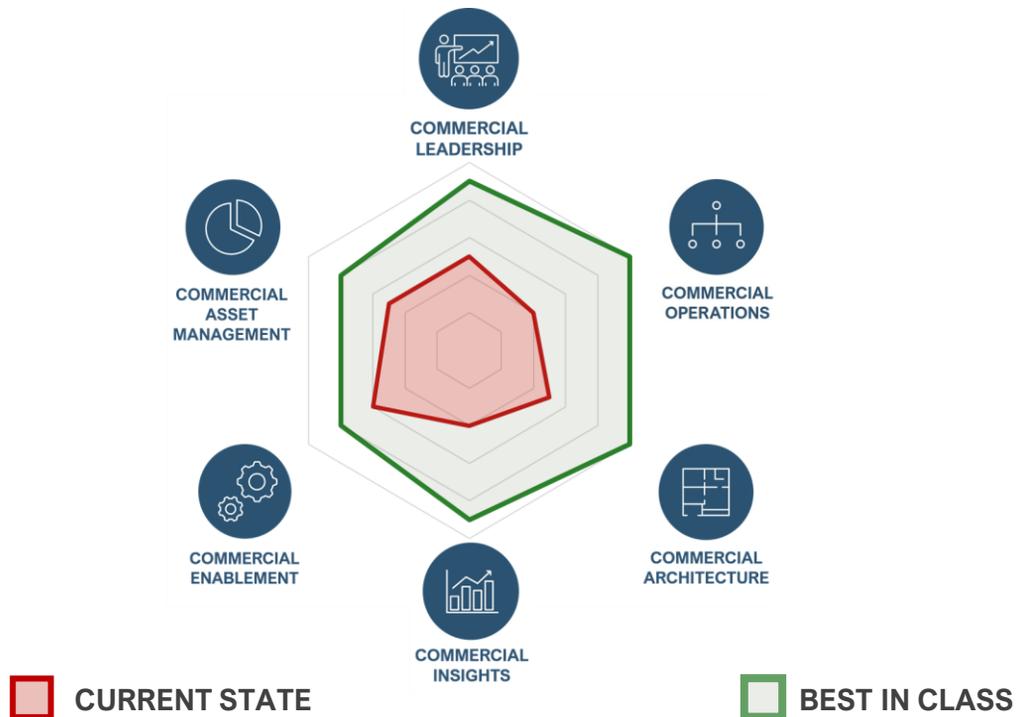
THE REVENUE OPERATIONS MATURITY MODEL

	<p>Top-down leadership to empower and endorse the transformation of the commercial model to unify sales, marketing, and service into one revenue team and become more accountable, data-driven, and customer focused.</p>	<p>1.0 Accountability. Demand full accountability for return on enterprise selling resources, assets, and investments</p>
<p>COMMERCIAL LEADERSHIP</p>		<p>2.0 ownership. Establish a single point of decision-making for the enterprise revenue process, assets, and investments</p>
		<p>3.0 Change Management. Provide top down leadership to empower the organization to transform the commercial model</p>
	<p>Reconfigure the operations that support growth and enable human sellers to provide coherent, end-to-end management of all customer facing employees, infrastructure, investments, and the customer journey.</p>	<p>4.0 Common Purpose. Establish a common purpose across sales, marketing, and customer success teams</p>
<p>COMMERCIAL OPERATIONS</p>		<p>5.0 Organization. Establish cross functional organizational structures to support human selling across the enterprise</p>
		<p>6.0 Commercial Process. Establish and manage a cross functional commercial process across the enterprise</p>
	<p>Redesign the commercial architecture to maximize return on selling assets by improving the speed, visibility, productivity, and engagement of front-line selling teams and reducing cost to sell.</p>	<p>7.0 Go To Market Strategy. Redesign the go-to-market architecture to improve performance and engagement</p>
<p>COMMERCIAL ARCHITECTURE</p>		<p>8.0 Sales Force Design. Adjust the sales force design to improve performance, engagements, and costs</p>
		<p>9.0 Sales Performance Management. Modify assignments, territories, and incentives to align resources and opportunity</p>
	<p>Turning customer engagement and seller activity data into commercial insights that create value and inform decisions, actions, and conversations at the "moments that matter" in the human selling process.</p>	<p>10.0 Data Driven Selling. Convert revenue data into prescriptive revenue intelligence that informs day-to-day decisions in real time</p>
<p>COMMERCIAL INSIGHTS</p>		<p>11.0 Key Performance Indicators. Establish fact-based reporting analytics, KPIs and dashboards of commercial performance</p>
		<p>12.0 Predictive Selling Insights. Use analytics to create better predictions, parameters, and scenarios to inform investment, allocation, and emphasis</p>
	<p>Building a common core of commercial capabilities that enable human selling and maximize the contribution of selling assets and investments to revenue and profit growth outcomes.</p>	<p>13.0 Enablement And Engagement. Reconfigure the commercial technology infrastructure to better support revenue team enablement</p>
<p>COMMERCIAL ENABLEMENT</p>		<p>14.0 Readiness And Development. Reconfigure the commercial technology infrastructure to better support readiness, training, and development</p>
		<p>15.0 Revenue Enhancement. Deploy technologies to enhance the lead-to-cash cycle and capture more revenue, margin, and price realization</p>
	<p>The strategic management of the commercial data, technology, content, and IP assets to maximize utilization, impact, and return on investment.</p>	<p>16.0 Content Assets. Establish operational ownership, organization, and deployment of selling content and ip across functions</p>
<p>COMMERCIAL ASSET MANAGEMENT</p>		<p>17.0 Data Assets. Establish a common architecture and owner to monetize customer data assets</p>
		<p>18.0 Technology Assets. Establish centralized stewardship and reconfiguration of the commercial technology portfolio across functions</p>

Deliverables

Our team will provide a comprehensive assessment of opportunities to unlock the revenue potential in their commercial model and prioritize the next best steps to improve performance

REVENUE OPERATIONS MATURITY ASSESSMENT INDUSTRIAL ENTERPRISES



- ◆ A visualization that plots current performance and capabilities against 18 dimensions of the Revenue Operations Maturity model
- ◆ A gap analysis vs. best in class and desired end state against all dimensions of the commercial model
- ◆ A ten-page in-depth analysis of performance against the 72 points of the maturity assessment
- ◆ A prioritized list of the ten most impactful actions that can improve growth and return on commercial assets
- ◆ A one-page executive summary communicating the critical implications and opportunities to leadership
- ◆ An impact evaluation highest return on investment actions and activities the potential impact on growth, profits and firm value relative to tradeoffs, constraints and effort

What Is Involved?

Our ten-day process is designed to quickly get your leadership team on the same page and prioritize the next best steps to improve performance

The Revenue Operations assessment requires a limited investment in time by sales and operations teams. Our faculty uses an interview-based format to capture key inputs to the maturity assessment. This takes sixty to ninety minutes and can be done by phone with written follow up. Within 10 days our team will analyze the inputs and create a detailed revenue operations assessment analysis that can help understand and visualize the steps they can take in the short, medium, and long term to grow faster and more profitably. The process culminates in a working session where your leadership team can discuss and debate the opportunities to improve and agree on the actions worth taking relative to the resources, time and disruption involved.

The Ten-Day Revenue Operations Assessment Process



10 REASONS CEOS ARE PURSUING REVENUE OPERATIONS

1. Monetizing commercial data, technology and relationship assets
2. Managing selling economics
3. Differentiating the customer experience.
4. Executing scalable growth technologies.
5. Facilitating business model change
6. Improving visibility and transparency
7. Motivating and enabling team selling
8. Improving technology adoption and ROI
9. Eliminating revenue and margin leakage
10. Supporting business valuations



THE REVENUE ENABLEMENT INSTITUTE

The Revenue Enablement Institute™ is an advisory and research firm whose mission is to educate and arm the next generation of senior growth leaders with solutions, skills, capabilities, and best practices they will need to accelerate revenue growth and adapt to the new market environment. Our faculty of academics and experts are actively working with owners, CEOs, and their growth leaders to help them transform sales, marketing, and service system into a 21st Century Commercial Model that is more digital, data-driven, and measurable. You can learn more about our research, services and solutions at: www.revenueenablement.com