

RevOps requirements

Your Revenue Operations checklist is a long one. You will want to keep these tasks away from your sales leader who should be in front of customers and their team.



- Data and **reporting** architecture
- Forecasting** framework
- Prioritised plan of initial RevOps roll-out
- Creation of **playbooks, process maps, sales content, training**
- Present at leadership and board meeting
- Customer **testimonials** and **referrals** programme
- Partner program** definition and creation
- Learn from customers and integrate into **buyer enablement** content
- Develop the **compensation model** - align the funnel
- Define **metrics** for this phase of the business
- Implement information flows between teams (including product)
- Speaking to customers**
- Conduct **seller ride-alongs**
- Develop buyer enablement tools - **diagnostics, calculators, benchmarks**

