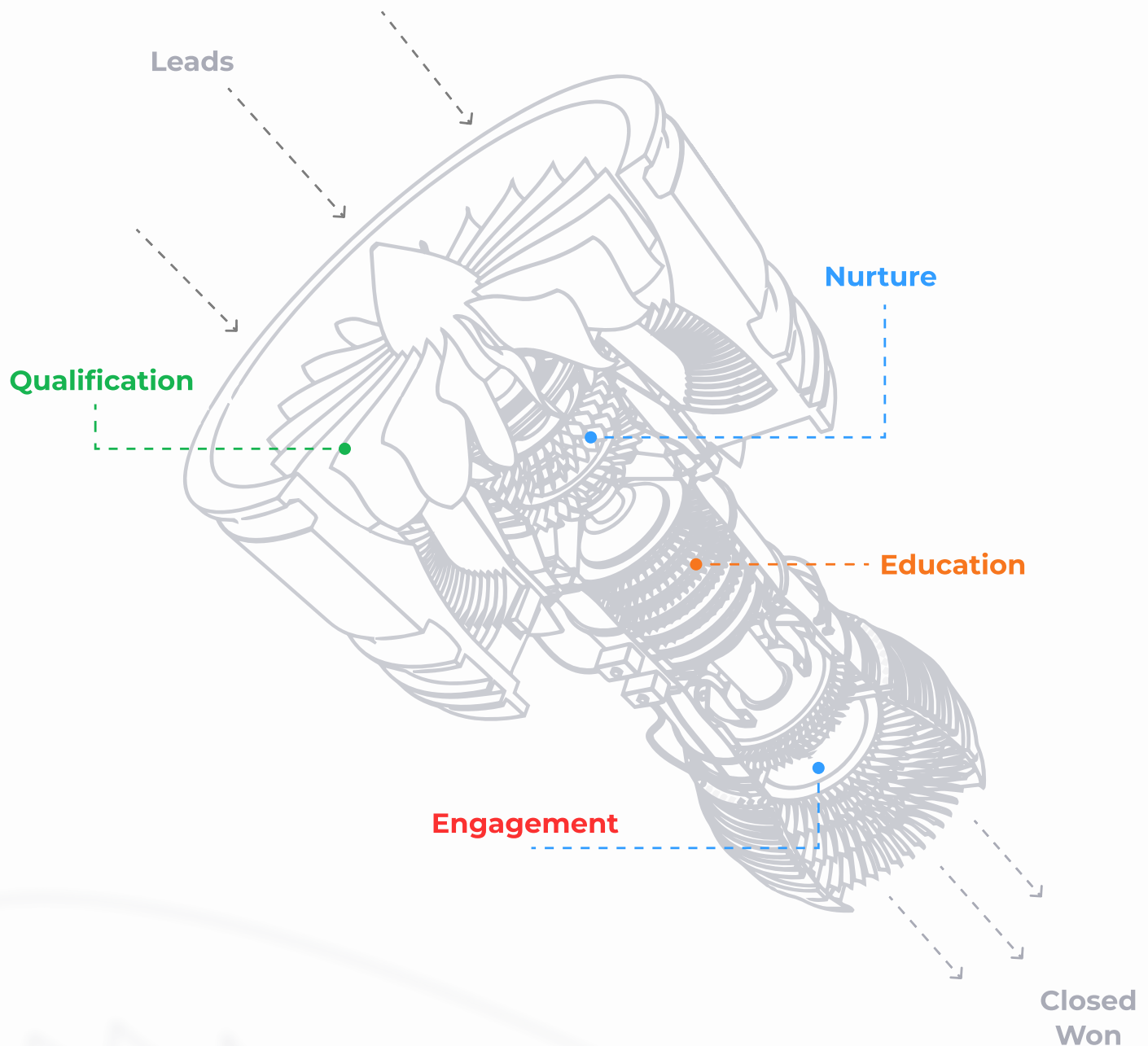


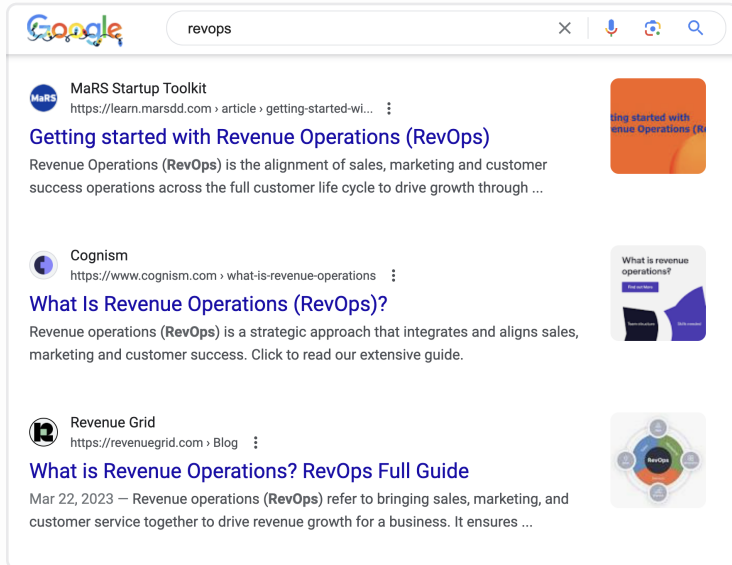
# What is RevOps?



**Here's a fun exercise:** Type "RevOps" into Google and continue clicking each search hit until you find a repeated definition.



**Warning: You might want to pop a bag or two of popcorn for this one.**



You're going to see lots of "alignment", "silos are bad", "it's a business function" and "getting marketing and sales on the same page", just never in the same order and often worded in an increasingly intricate manner.

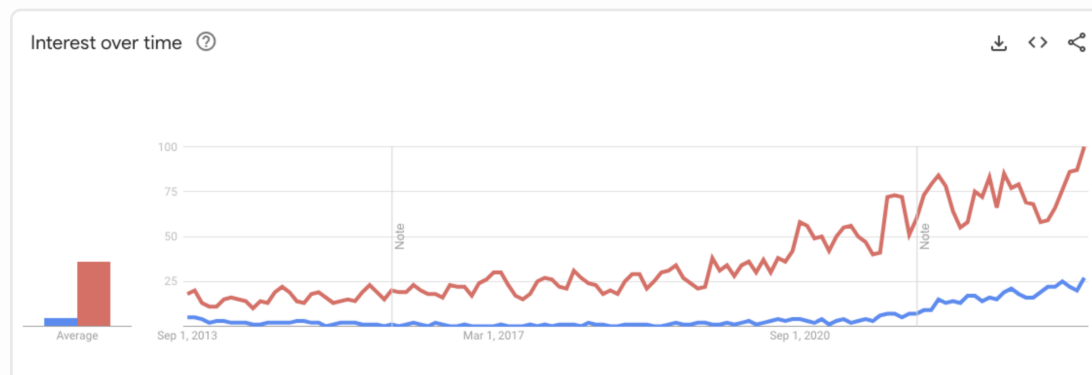
When you crown **SEO as the king**, these are the rules you live under. These definitions touch on common pain points, and therefore have a tendency to resonate positively in one way or another with many RevOps professionals, but they don't provide an actual definition.

## The RevOps Goldrush

Many are seeing RevOps as the "new way of doing things" and, as a result, there has been a rush to define it.

It's necessary to have a universally accepted and adopted definition of RevOps, because...

If more people understand it, they can execute it well.



- Revenue Operations
- RevOps

# The Wild West: The problem with our current approach

Nearly every one of the “definitions” you’ll find are stating a desired outcome; they are explaining what revenue operations **done well** looks like. The actual meaning of the term RevOps is never fully fleshed out in these interpretations of the word.

As an example of how these proposed definitions fall short, consider what a good response would be to the question, “what is hockey?” The correct response is not “scoring goals.” Scoring goals is an objective; **scoring goals is what hockey done well looks like.**

“Scoring goals” does not explain, in any way, what hockey actually is to someone completely unfamiliar with the sport. In a similar fashion, proclaiming RevOps as “the unifying of your internal operations” does not actually convey the meaning of the term, but rather a desired outcome.

## The problems for RevOps pioneers:

This has caused a significant barrier to entry for anyone trying to start on their RevOps journey:

- Widespread definitions of RevOps that are far too theoretical in nature
- There’s not a way to connect strategy and models with tactics
- Can’t prioritize what’s important and not important
- Without a common definition, it’s difficult to communicate value (e.g. the example above regarding how to explain RevOps to someone outside of the industry)
- It is very hard to upskill as a RevOps pro

It doesn’t have to be this way.

# Presenting...A Definition That Works

Sometimes, the best way to define a word is to define **what it is not**.

## RevOps is NOT:

- New
- Alignment
- A methodology
- A mindset or “way of thinking”
- Something a person/company can start or stop (any company attempting to create revenue is “doing RevOps”...the only question is whether you’re doing it well or poorly)

## So what is RevOps, then?

Very simply, *RevOps is the science of sustainable revenue growth.*

## RevOps seeks to accomplish the following:

- Replicate and repeat revenue growth
- Uncover the process of how revenue teams can teach, measure, repeat, improve, explain and apply growth strategies to the full revenue cycle
- Identify tools and behaviors that show how you’re collecting, synthesizing, and disseminating revenue data



## This is done through your CRM:

**Visibility:** Create accurate reporting that drives actionable insights for the company

**Source of Truth:** Serve as the system of record for customer data and critical business processes

**Leverage:** Drive efficiencies across teams and users

### The above definition works because it:

- Is rooted in science, not jargon
- Treats RevOps as something that can be studied, repeated, and properly leveraged
- Can take RevOps from theory to action

## This is RevOps.

### HubSpot CRM

We at RevPartners believe that the best CRM to achieve revenue growth through RevOps is HubSpot CRM.

If you're already on HubSpot, reach out for information on how you can implement these principles.

If you're not on HubSpot but are interested in switching or want to find out more, reach out too!

[Get in touch](#)