






THE REVENUE OPERATIONS JOB DESCRIPTION

A BLUEPRINT FOR ALIGNING SALES, MARKETING AND CUSTOMER SUCCESS TEAMS TO OPTIMIZE GTM PERFORMANCE AND MAXIMIZE REVENUE GROWTH

DIMENSION	DEFINITION	CORE COMPETENCIES
 <p>COMMERCIAL OPERATIONS</p>	<p>Aligning the operations that support growth programs and enable human sellers along the entire revenue cycle and providing coherent management of all of the systems, assets, content, and digital selling infrastructure that support revenue teams</p>	<p>1.0 Sales and Marketing Operations. Planning, supporting, consolidating, and measuring sales and marketing programs and the processes and systems that support them</p> <p>2.0 Commercial Process Management. Establish, measure, and optimize an enterprise commercial process that spans the entire revenue cycle and spans the marketing, sales and customer success functions</p> <p>3.0 Forecasting and Reporting. Reporting pipeline performance reports and developing the sales opportunity, revenue and financial forecasts with finance</p>
 <p>COMMERCIAL ARCHITECTURE</p>	<p>Redesigning the commercial architecture to maximize coverage, control, and the return on selling assets by improving the speed, visibility, productivity, and engagement of front line selling teams and reducing cost to sell.</p>	<p>4.0 Go to Market Architecture Redesign the go-to-market strategy and sales force design to improve performance, engagement, costs and the customer experience</p> <p>5.0 Planning and Resource Allocation. Optimize the allocation of growth budgets, resources, and investments and support integrated growth planning with finance</p>
 <p>COMMERCIAL INSIGHTS</p>	<p>Using advanced analytics to turn customer engagement data into commercial insights that inform selling priorities, decisions, actions, and conversations and optimize the allocation and return on growth resources, assets and effort.</p>	<p>6.0 Data Driven Selling. Analyze data from across departments to better inform customer targeting and prioritization, guided selling and coaching, and personalization at scale</p> <p>7.0 Performance Measurement. Establish fact-based reporting analytics and KPIs to measure commercial performance and inform the allocation of growth investment, resources and effort.</p>
 <p>COMMERCIAL ENABLEMENT</p>	<p>Building a common core of commercial capabilities that enable, develop and retain front line revenue teams and maximize their contribution to revenue and profit growth and expanding customer lifetime value at every stage of the revenue cycle</p>	<p>8.0 Sales Enablement and Engagement. The design, deployment, integration and management of systems to simplify the day to day selling workflow and enhance revenue team engagement.</p> <p>9.0 Sales Training and Development. Design, deploy, integrate and manage to better support sales readiness, training, and development</p> <p>10.0 Quote to Cash Operations. Design, deploy, integrate and manage to enhance the lead-to-cash cycle and capture more revenue, margin, and price.</p>
 <p>COMMERCIAL ASSET MANAGEMENT</p>	<p>The strategic management and monetization of the commercial data and technology assets to maximize their utilization, impact, and financial returns and accelerate revenue growth</p>	<p>11.0 Commercial Technology Portfolio Management. The centralized stewardship and reconfiguration of the commercial technology portfolio across functions and every stage of the revenue cycle</p> <p>12.0 Customer Data Asset Management. The centralized stewardship of CRM data and establish a common architecture and operating system to consolidate, enhance, curate and monetize customer data assets</p>