



# 7 RevOps Strategies for Predictable Revenue Growth



ebsta



# THE STATE OF B2B SALES IN 2023

## WHAT WAS ANALYSED

**3.2**  
Million opportunities

**\$37**  
Billion pipeline

**364**  
of the world's best performing companies

Ebsta recently explored the state of B2B sales in 2023 by analysing 3.2 million opportunities. They sought to understand the factors that impact win rates, sales cycles and deal values.

## THE RESULTS

**29%**

reps made quota

**18%**

reps did not have quota set up

**-15%**

win rates

**-32%**

average deal value

**+32%**

sales cycle

Ebsta's analysis found that B2B sales in 2023 were harder than ever, with just 29% of reps making quota and 18% not even having a quota to start with. Win rates have dropped, and deal values lowered as companies become more tentative about committing to bigger or longer-term contracts.

Deal slippage is at a record high due to more stakeholders being involved in sales processes and businesses being less willing to commit to new products.



## THE SECRETS TO HIGH-PERFORMING TEAMS

That being said, there are some consistent attributes that align to the best performers in the market.



This reveals a key theme for go-to-market strategies. The “growth at all costs” mentality is gone; That is, the approach of throwing more investments into marketing, sales, and technology in pursuit of growth.



# THE OLD VS. NEW APPROACH

## The "Old Way"

- Focused on volume & costs
- "Gut-feel" forecasts
- No visibility into pipeline
- Multiple attribution Models
- Work for the tools
- Analysis paralysis
- Limited visibility of sales
- Relying on activity as a sign of success



## The "Better Way"

- Focused on velocity and capacity
- Forecast pipeline coverage
- Payback ratio
- Optimising for LTV
- Tools work for you
- Predictive and actionable insights
- Full alignment with sales

## THE OLD WAY

The old way of doing things relied heavily on gut feel and guesswork. Blindly following the "growth at all costs" playbook, where you throw trillions of dollars annually without a clear strategy, is unsustainable.

It causes a lack of alignment between marketing, sales, and customer success and results in a lack of clear picture of what's happening.

Not to mention...it's costly.



**Sales & Marketing efforts could be wasting \$2 trillion by focusing solely on driving higher revenues**

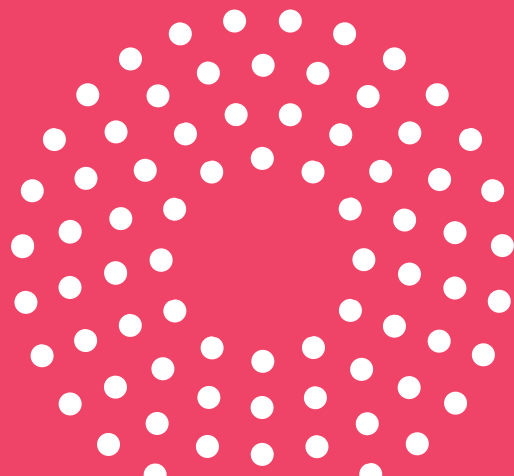
**- Boston Consulting Group**

## **COMMON CHALLENGES**

Many companies operate with fragmented data systems, and work in silos without shared revenue goals or alignment. This lack of cohesion leads to misalignment and wasted efforts.

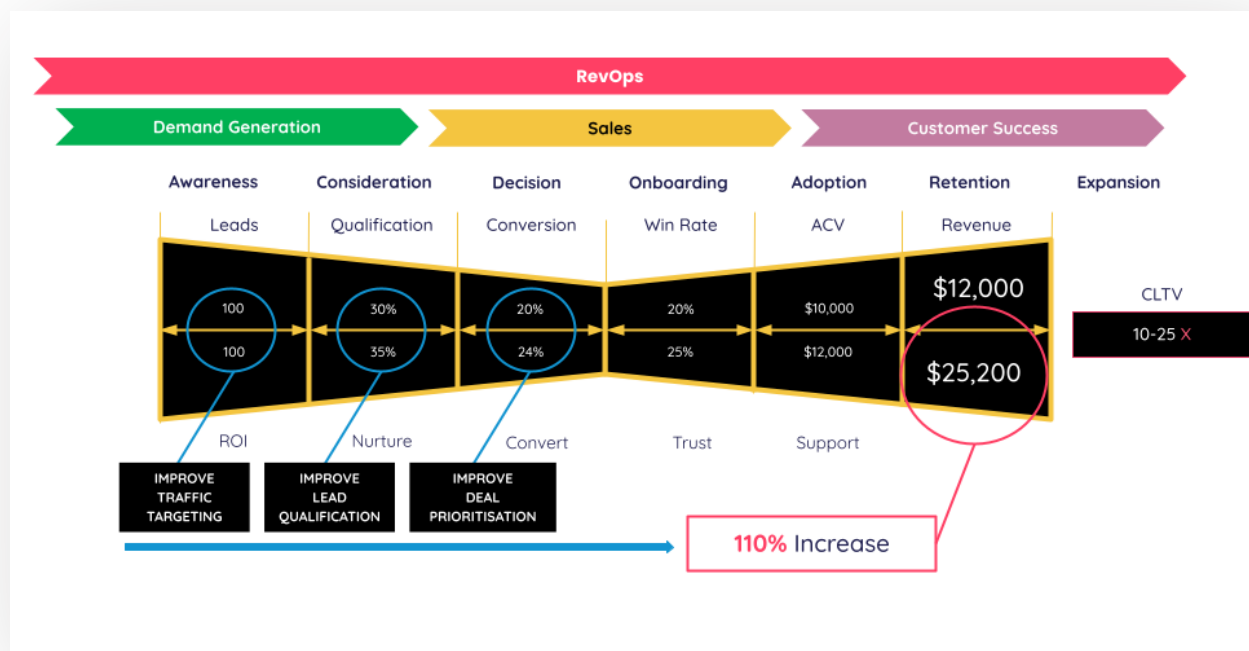
## **THE "BETTER" WAY**

The new way is what we are going to be talking about in this guide. It's about achieving predictable, efficient revenue growth.





# INCREMENTAL IMPROVEMENTS CREATE LARGE GAINS



If there is one takeaway from this guide it's that you should align sales, marketing, and service departments around revenue, powered by data-driven decision-making.

By creating a cohesive strategy, businesses can witness the impact of marketing efforts on sales and customer service, resulting in repeat business and revenue growth.

Aligning these departments is crucial for success. Instead of focusing solely on generating more leads, which can be resource-intensive, you emphasise qualifying and converting leads more effectively.

By improving win rates and adopting best practices from top-performing salespeople, businesses can see a significant increase in overall revenue. It's about making incremental changes across all areas of the business, with revenue as the ultimate metric of success.

# 7 REVOPS STRATEGIES FOR PREDICTABLE REVENUE GROWTH



## 1. AUTOMATE YOUR DATA FOUNDATION

High-quality data is essential to determine where to focus time and energy.

The data-driven capability that RevOps brings allows businesses to move away from the mindset of simply putting in more to get more.

Surprisingly, as many as 70% of contacts that teams interact with daily are missing from the CRM, leading to blind spots and turnover challenges.

Not to mention that your CRM collects mechanical data, not contextual.

Accessing the hidden layers of data is crucial, considering various activities, relationships, marketing data, product usage, and intent data to create a complete customer picture.

By connecting revenue intelligence to your CRM, your data becomes connected and automated.

The CRM transforms from a system of record to a system of insight, providing complete information and empowering reps to make informed decisions.

## 2. RELATIONSHIPS DRIVE REVENUE

The second step revolves around understanding the influence of relationships on revenue.

Relationships are the core driver in customer relationship management (CRM) and remain the most crucial factor in understanding sales processes.

With Ebsta connected to your CRM, you can explore the influence of stakeholders in the sales process. With that, you can then draw insights that become leading indicators, such as:

- The segments that lead to better conversions
- The influential personas within those segments.
- The number of stakeholders that should be involved



Moving from a “good” relationship to a “great” relationship boosted win rates by 3x and reduced sales cycles by 40%





## SCORING RELATIONSHIPS

By tracking activities related to specific contacts and their relationships to opportunities, you can score the strength of the relationship out of 100.

High-quality relationships have been found to result in 3X better win rates and up to a 40% reduction in the sales cycle. Sharing these indicators with the sales team helps them concentrate efforts on nurturing existing relationships and achieving better results.

### Ebsta Deal Score

73

### Ebsta Positive Factors

2

### Ebsta Negative Factors

5

### Ebsta Deal Factors

- + Has a higher Relationship Score (77) than the upper benchmark (70).
- + Relationship score has increased from 65 to 77 in the last 7 days.
- + The lower benchmark age for deals at this stage is 74 days. This deal is 34 days old.
- + Has activities in the last 7 days.
- + Company Industry is Energy
- + Company Size is 1,000-5,000.
- Stage moved from Negotiation/Review to Proposal/Price Quote
- Doesn't include a Chief Marketing Officer.
- Has no calls or meetings booked.
- Deal amount was decreased by USD 14,000.

Assessing the presence of relationships early on becomes an effective leading indicator to determine if an opportunity is worth pursuing.

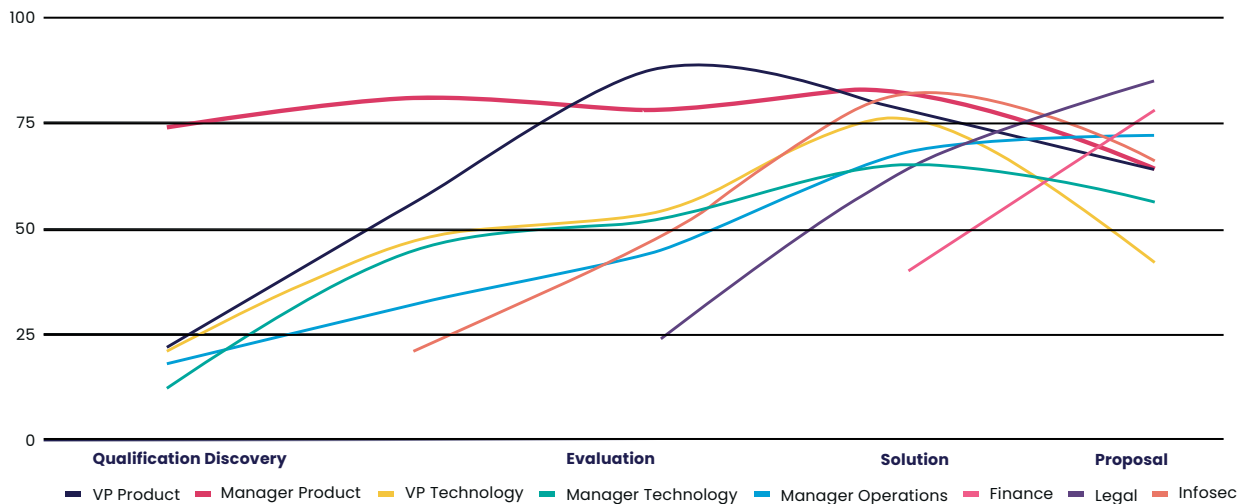
However, it's not just about building relationships for the sake of it or solely focusing on the key decision-maker.

## RELATIONSHIPS AND TARGETING

Smart targeting involves identifying the right individuals and determining the optimal timing for engagement.

By examining best-performing sales deals, you can uncover valuable insights. For example, instead of solely focusing on a VP of Product as the deal closer, identify a more junior team member who provides better visibility of the company's needs can lead to a more personalised and compelling proposal.

This approach can shift the go-to-market strategy by effectively targeting champions earlier in the sales process rather than solely focusing on hard-to-reach decision-makers.



**An effective sales relationship goes beyond personal rapport; it encompasses effective communication, reciprocal engagement, meeting bookings, and other data points that provide a comprehensive view of relationship strength.**



### 3. IDENTIFY THE MARKET FACTORS AFFECTING YOU



#### SEGMENT

Before deciding where to hunt, you must first map the landscape to fully understand the reality of the market.

With the data from Ebsta, you can target more effectively to identify the niche within the market that offers the most opportunity.



#### TARGET

With the landscape mapped, it's now time to make the crucial decision of whom you will (and more importantly, will not) dedicate resources to converting.

The focus now is on targeting the right persona, aligning marketing and sales efforts for a seamless buying experience, and understanding the leading indicators that help determine the optimal time to engage with prospects and which individuals to engage.





## POSITION

With targets in place, you must research your audience so you can deliver the right message to the right people at the right time to sell more.

This includes assessing our product's position, content strategy, and sales pitch to ensure they align with market needs. Ebsta incorporates intent data, which reveals not only whom to target but also when to target them based on intent signals. By understanding where prospects are in their buying cycle, you can tailor your approach and position yourselves effectively.

It's essential to equip the sales team to align with marketing efforts and cater to the varied needs and requirements of different individuals.

## INTENT DATA

Managing sales processes where intent is absent requires educating prospects about unrecognised pain points and guiding them through the journey of understanding why your solution is the most suitable.

On the other hand, when intent is present, prospects are already aware of their pain points and actively researching solutions, which is where salespeople can be most effective in supporting a consultative engagement.

By identifying clusters, you can pinpoint the best opportunities and strike when accounts are in-market.



Rather than chasing inefficient and non-scalable processes by targeting numerous accounts indiscriminately, it is more strategic to focus on micro-segments within the market that show the most influence and identify active accounts likely to yield the best results.

This approach ensures a high-quality pipeline for the sales team.

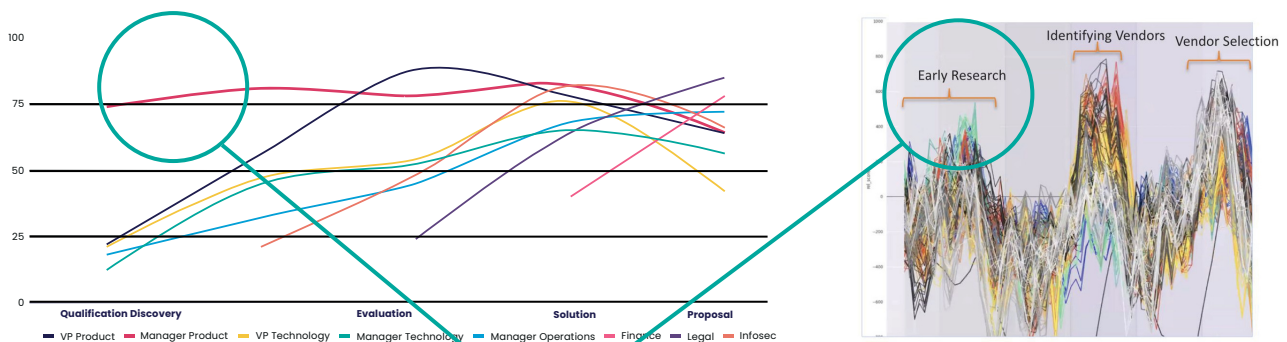
**By leveraging intent data and understanding market dynamics, you can optimise your targeting, positioning, and engagement strategies, resulting in more efficient conversions, better sales outcomes, and a higher likelihood of success in the market.**

## 4. MODEL ON THE BEHAVIOURS OF YOUR BEST PERFORMERS

By combining qualification matrices with the behaviours of top performers, you can model their approach and train the rest of the team accordingly.

Using a CRM platform like HubSpot, for example, you can compare the qualification rates of your top performers to your lowest performers and identify areas for improvement.

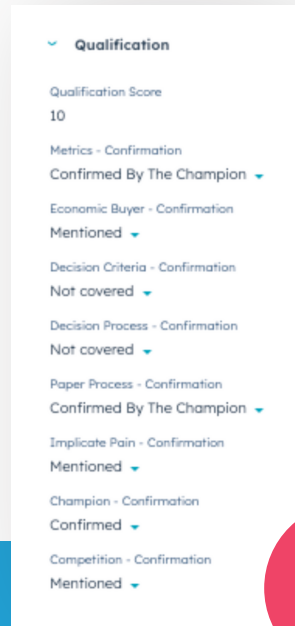
The adoption of qualification matrices, such as MEDDPIC<sup>©</sup>, has led to improved win rates for companies.



**Targeting the right personas, at the right time, with the right messaging**

Having a flexible CRM, like HubSpot, enables the creation of playbooks and templates and allows customisation of the entire record view. This means you can influence the behaviour of your sales team by presenting them with the right information at the right time.

Relationship scores, qualification scores, and relevant properties can be displayed, reducing the need for extensive development and providing actionable insights.



## 5. IDENTIFY FACTORS THAT HELP YOU CLOSE MORE DEALS FASTER

It's important to build a complete picture by understanding the data, targeting the right companies, and following a standardised sales approach. This enables you to recognize the impact of various factors on win rates, sales cycles, and deal values and apply these insights as leading indicators.

Intent by Clusters **improved velocity by 357%**

	No Intent	Intent by Topic	Intent by Clusters
Detail	-	Business Process Automation	Automation, Testing + DevOps + Digital Transformation
Win Rate	14%	19%	24%
Sales Cycle	134 Days	161 Days	187 Days
Average Deal Value	\$31,304	\$51,3509	\$91,059
Velocity (\$/Day) Active	\$12,363	\$15,440	\$18,669
Accounts	37,803	2,544	320

Focusing on just **320 Active Accounts** will yield better results than 1,120 No Intent Accounts

For example, you need to consider relationships, targeting the right personas and businesses, and following a sales methodology while tracking progress through the sales stages.

Other signals to consider include product usage, especially in product-led growth (PLG) motions where opportunities arise from users or companies starting to use your tools. Tracking this usage and its influence on sales cycles is important.

Intent is another crucial factor, involving analysing what topics people are searching for, their interactions with content on your website, and the campaigns they come from. Each of these signals has a different influence at various stages and varies for individual reps, so it's essential to be mindful of all these factors.

## 6. PRIORITISE DEALS AT RISK

Once you have a complete understanding of the data, relationships, and factors influencing revenue, it's crucial to gain real-time insights to proactively focus your attention.

To achieve this, it's important to find a more effective way to help reps prioritise deals beyond stage, close date, or value, which are typically used in pipeline reviews.

One approach is to provide a deal score out of 100.

This deal score, along with positive and negative factors, can be directly integrated into the CRM, highlighting key information such as stakeholder involvement, relationships with the right personas, intent levels, and effective sourcing channels. Negative factors like the lack of future activities, decreasing engagement, or losing momentum can also be identified.

These insights allow for a more informed sales strategy and help reps understand where to focus their efforts.



# DEAL SCORES BENEFIT YOUR WIDER GO-TO-MARKET TEAMS

The deal score and relationship scores can derisk renewals, allowing customer success teams or account managers to identify key contacts and leverage strong relationships.

Marketing teams can also leverage strong relationships for testimonials, showcasing the impact of these insights across departments.

## EBSTA

While CRMs provide mechanical data, tools like Ebsta offer a richer view of each deal and CRM object. Instead of looking at identical deals with limited information, you can assess a higher relationship score, more communication activities (emails, calls, meetings), increased stakeholder involvement, and the presence of influential decision-makers.

Deal Score

81

### Positive Factors

- + 6 stakeholders involved
- + VP Sales has high-quality engagement (93)
- + Opportunity has progressed to Solution Evaluation 15 days quicker than the average
- + Intent high for "Sales Analytics" (81) and "Forecasting" (73)
- + Opportunity sourced via Demo Request

### Negative Factors

- "Metrics" still needs to be qualified
- Close Date is 17 days earlier than the average for a deal at this stage
- "Competitor A" was mentioned in last meeting
- No future meeting scheduled
- Value decreased from \$57,000 to \$49,000

Ebsta Deal Score	73
Ebsta Positive Factors	2
Ebsta Negative Factors	5
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## 7. DRAW INSIGHTS THAT ARE REPEATABLE & SCALABLE



Now, it's time to take these insights and build them into a consistent cadence.

You can take this new, enhanced data and approaches to a consistent approach to pipeline reviews where you can dig into the details and actually identify where you need to focus efforts.

The goal is to answer questions quickly, efficiently, ideally, with minimum input from reps or minimum admin required from reps.

When you're running pipeline reviews, they become far more data-driven and they're far more effective for managers guiding reps through what they need to be focusing on.

### THE NEW APPROACH TO PIPELINE REVIEWS

Here is a sample approach to pipeline reviews that you can take and implement at your organisation.

- #1 What deals have trended negatively or remained idle?
- #2 What deals are at risk? Why?
- #3 Why will we win this deal? Have we proved that we will solve the prospect's problems?
- #4 How do we plan to close this deal?
- #5 When will it close? What is the trigger to buy on a certain date? What is our proof?
- #6 Who do we need to influence? Do we have the right decision maker and economic buyer?
- #7 What new opportunities have been created? Have they been qualified?

Full visibility of pipeline and signals

DEAL NAME	OWNER	EBSTA SCORE	DEAL SCORE	WARNING	MEDPIC SCORE	FORECAST STATUS	AMOUNT
Freshfields - Pursuit - Std. 2 ... Freshfields Service Company	Matt Hill	80	12	▲ 2	M E D D P I C C	VS VS	USD 38,456
Stellantis - Customer 1st - ST... Sattarao (parent)	Marcel Assaraf	85	87	▲ 2	M E D D P I C C	U+ VS U+	USD 35,000
AP Müller - Maersk - Std Plat... AP Müller - Maersk Linked Program	Vinod Ghorpade	76	73	▲ 4	M E D D P I C C	P+ VS P+	USD 35,000
Staples - Std - 2 Admin - 8 U... Staples Inc	Rob Broadwell	87	45	▲ 5	M E D D P I C C	VS VS	USD 35,000
Smartsheet - 5 Admin/8 Use... Smartsheet Inc	Niko Bonds	80	38	▲ 8	M E D D P I C C	P+ VS VS	USD 35,000
Nexdoor - 2 admin, 8 users... Nexdoor	Prem Patel	72	57	▲ 6	M E D D P I C C	C+ VS C+	USD 35,000
MetLife FR - STD. 2 Admin, 18... MetLife France	Marcel Assaraf	88	79	▲ 2	M E D D P I C C	P+ VS VS	USD 35,000
State of Rhode Island - Sales... State of Rhode Island	Zach Young	88	79	▲ 1	M E D D P I C C	C+ VS C+	USD 35,000
AKA   Essentials + / Copado... Everett Kowalski	Everett Kowalski	88	79	▲ 2	M E D D P I C C	C+ VS U+	USD 35,000



## CONTINUE MONITORING AND MAKING ITERATIVE CHANGES

Once you have all of that in play, the crucial thing is recognizing you're never finished. You are always looking for areas to optimise, improve and develop.

If you want to stay ahead, you need to have really tight feedback loops, and you need to have data and insight.

## DRIVE BETTER PERFORMANCE & CONSISTENCY

Now, you can differentiate the top performers from the middle of the pack and the low performers. You can understand what their win rate, sale cycles, and deal value should look like.

If some individuals are suffering from smaller deals or longer sales cycles, it's an immediate cue to:

- Are you focusing on the right ICP?
- Have you got the right level of intent?
- Are you engaging the wrong people?
- Are you maintaining momentum by focusing on that high-quality relationship?
- Are you following a consistent approach to your sales process?

By following these seven steps, you can achieve predictable and efficient revenue growth. This will allow you to scale your business and reach your goals.

# ARE YOU LOOKING TO ACHIEVE PREDICTABLE AND EFFICIENT REVENUE GROWTH?

Six & Flow has a team of experienced revenue operations consultants who can help you to improve your revenue growth.

We offer a comprehensive approach to sales optimization, leveraging data-driven insights and a consistent methodology to drive success.

Our expertise lies in developing a cohesive cadence, integrating insights into HubSpot, and implementing a consistent approach to running your revenue operation.

Partnering with Ebsta provides invaluable tools and guides that seamlessly integrate into your everyday workflow and CRM. Ebsta's powerful features enable quick and efficient access to relevant data, answering specific questions with minimal effort from your sales reps.

With a focus on tight feedback loops, actionable insights, and ongoing process improvements, together we can ensure that your sales team is equipped to succeed in a dynamic and ever-changing landscape.

**GET IN TOUCH**

[www.sixandflow.com/contact](http://www.sixandflow.com/contact)



# ABOUT

# SIX & FLOW



Six & Flow is a Strategic GTM agency partnering with clients to deliver strategic marketing, data & technology and RevOps services.

With expertise in RevOps, strategic marketing, technology implementation and integration, we work across a range of current and emerging digital channels to help businesses deliver the growth engines needed to support their businesses.

The focus is to grow their brand, their audience and their profits. Partnering closely with clients to deliver ROI, we take pride in our commercial, creative and playful approach.



# ABOUT

## EBSTA



Ebsta helps businesses understand the factors that have the biggest impact on revenue.

With Ebsta, revenue teams have the real-time actionable insights they need to spot risk in their pipeline faster, improve sales performance, and forecast more accurately.

Hundreds of high-performing companies like Copado, Impact and LeanData, trust Ebsta to drive predictability, efficiency and growth through their revenue process.

