

# B2B GROWTH LAB

RevOps Science 2.0®



OFFICIAL COURSE OUTLINE





# PRE-COURSEWORK

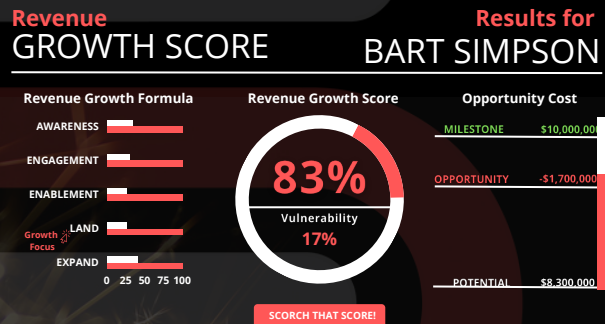
~ 1 HOUR

**GAIN A BASIC UNDERSTANDING OF REVOPS CONCEPTS.**

Calculate Your Current Revenue Growth Score

RevOps Science Decoded in 4 Min

Introduction to RevOps (Hubspot Academy)



# SESSION ONE

~ 1 HOUR

**UNPACK REVOPS SCIENCE AND HOW IT IS FRAMED TO ESTABLISH, GENERATE AND GROW REVENUE WITHIN A TECH STARTUP.**

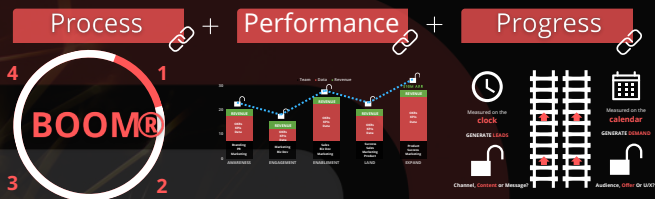
Uncomplicate Revenue Growth with the 3 P's of Profit

Instruction: Process, BOOM

Group Exercise: The BOOM Playbook

Solo Exercise: ICP Playbook

Solo Exercise: Buyer Persona Playbook



**Juanita Buenaventura**

AGE  
OCCUPATION  
EDUCATION  
PERSONALITY  
STATUS

ENERGETIC FOCUSED

**BIO** Jen is a Dominican-American serial CEO of LATAM B2B tech firms. She is regarded in Spanish language media as a tech matriarch. She feels confident in her career and is ready to amplify her influence within North American markets. She travels monthly and mentions her children in nearly every interview she sits for. Favorite color is purple. Donates generously to Caribbean tech accelerators.



## MOTIVATIONS



Juanita is eager to prove her value outside of LATAM.

## FRUSTRATIONS

- Being labeled as a Latino CEO tokenism
- Moved off of projects when companies expand from LATAM
- Visibility within the American Tech scene

## GOALS

- Found her own startup
- Expand a LATAM startup globally
- More visibility for Dominican American executives
- Build relationships with North American VCs

## COMPANY ATTRIBUTES

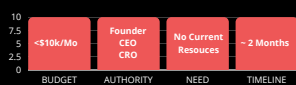
YEARS IN BUSINESS	<3
ANNUAL REVENUE	~\$1.5M
HEADCOUNT	~25
LOCATION	North America, LATAM
INDUSTRY	Tech, Sales, Manage Service
TYPE	B2B, B2B2C

DIVERSELY LED VYN DIVERSITY PLEDGE VYN SOCIAL IMPACT

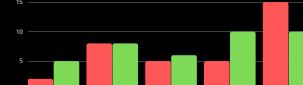
## BUYING TRIGGERS

- Recently Funded
- Joined Accelerator
- Graduated from Incubator
- Key Hire
- Job Posting

## BANT



## GOALS VS. BARRIERS



# SESSION TWO

~ 1 HOUR

LEARN HOW TO USE DATA TO PRIORITIZE REVENUE PLANS TO DEPLOY CAMPAIGNS AND RESOURCES SUCCESSFULLY.

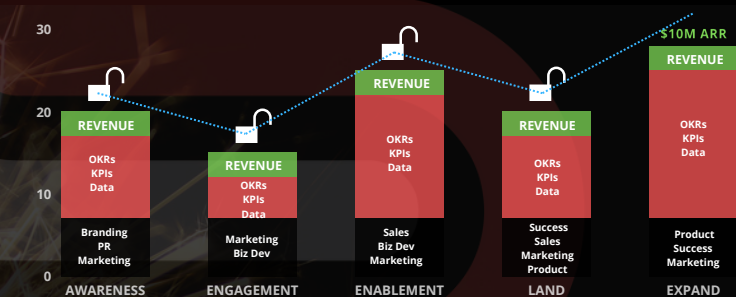
Review Uncomplicate Revenue Growth with the 3 P's of Profit  
Review Solo Exercises





Instruction: Performance, The Revenue Growth Formula

Group Exercise: The Revenue Growth Formula Playbook

Solo Exercise: Parallel Growth Plan

Solo Exercise: Review Your Revenue Growth Score



AWARENESS	ENGAGEMENT	ENABLEMENT	LAND	EXPAND
 <b>BUYER JOURNEY STAGE</b> Lead	 <b>BUYER JOURNEY STAGE</b> Prospect	 <b>BUYER JOURNEY STAGE</b> MQL + SQL	 <b>BUYER JOURNEY STAGE</b> Customer	 <b>BUYER JOURNEY STAGE</b> Up-sell
<b>DEFINITION</b> How much do you know about your startup and what you offer.  <b>LEAD ACTIONS</b> Getting customers about the topic and service options by using a search engine, talking on social, creating influence sites, talking to peers.  <b>AWARENESS ACTIONS</b> <ul style="list-style-type: none"> <li>• Social Media Marketing</li> <li>• Search Engine Optimization</li> <li>• Thought Leadership</li> <li>• Media Development</li> <li>• Article Contributions</li> <li>• External Reviews</li> </ul>	<b>DEFINITION</b> How prospects are engaging with you on your site, on social and in retail.  <b>PROSPECT ACTIONS</b> Seeing to know more about the topic, if the service or product is necessary, and which is the best option.  <b>ENGAGEMENT ACTIONS</b> <ul style="list-style-type: none"> <li>• Social Media Marketing</li> <li>• Video Marketing</li> <li>• Case Study Development</li> <li>• Media Development</li> <li>• Email Newsletters</li> <li>• External Reviews</li> </ul>	<b>DEFINITION</b> How prospects move to become an MQL, and then move to an SQL.  <b>MQL / SQL ACTIONS</b> Choosing the best option to fit their goals, scheduling appointments, defining need, implementation and timeline.  <b>ENABLEMENT ACTIONS</b> <ul style="list-style-type: none"> <li>• Sales On-Share</li> <li>• Customer Sales C-Ins</li> <li>• Targeted Landing Pages</li> <li>• Testimonials</li> <li>• Internal Knowledge Base</li> </ul>	<b>DEFINITION</b> How newly customers are onboarded and how satisfied they are.  <b>CUSTOMER ACTIONS</b> Onboarding as a client, leading out to customer service, reading product/service information.  <b>LAND ACTIONS</b> <ul style="list-style-type: none"> <li>• Onboarding Content</li> <li>• Welcome Packets</li> <li>• Product Documentation</li> <li>• Onboarding Feedback Loop</li> </ul>	<b>DEFINITION</b> How customers find other products and services offered.  <b>CUSTOMER ACTIONS</b> Choosing the best option to fit their goals, talking to customer service, defining cost, implementation and timeline.  <b>EXPAND ACTIONS</b> <ul style="list-style-type: none"> <li>• Client Feedback Loop</li> <li>• Customer Focused Content</li> <li>• Up-sell Outreach Templates</li> <li>• Client Newsletters</li> <li>• Client Knowledge Base</li> </ul>

Growth Pillar	Growth Focus	Objective	Key Results	KPIs	Benchmarks	Current Percentage
Example: Awareness	Increased traffic	Increase in visitors	3,000 visitors MoM in 6 months	# new visitors # return visitors	300 MoM	10%
Awareness						
Engagement						
Enablement						
Land						
Expand						





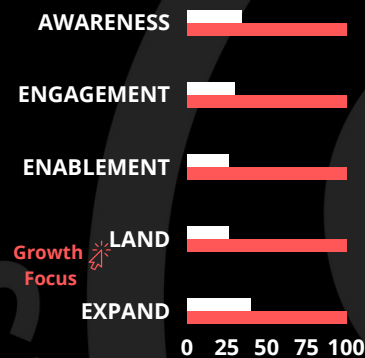
# COURSE COMPLETION

ATTAIN A PASSING REVENUE GROWTH CALCULATOR SCORE

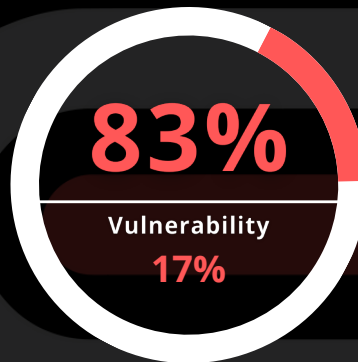
Revenue  
GROWTH SCORE

Results for  
BART SIMPSON

Revenue Growth Formula



Revenue Growth Score



Opportunity Cost



RECEIVE YOUR CERTIFICATE OF COMPLETION



Date, XX/XX/XXXX

Certificate of Completion

Successment's RevOps Scientific method has been unlocked by the bearer of this certificate. Their skills are deemed appropriate for enabling revenue-aligned startups.

B2B

GROWTH LAB

RevOps Science 2.0



*J. Mentor*  
CEO, Jonathan J Mentor  
#ProvokeVisibility



# COURSE RESOURCES

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## COURSE MATERIALS

[Revenue Growth Calculator](#)

[RevOps Science Decoded in 4 Min](#)

[Introduction to RevOps \(Hubspot Academy\)](#)

[Uncomplicate Revenue Growth with the 3 P's](#)

[BOOM](#)

[The BOOM Playbook](#)

[Buyer Persona Playbook](#)

[ICP Playbook](#)

[The Revenue Growth Formula](#)

[The Revenue Growth Formula Playbook](#)

[Parallel Growth Plan](#)

[Parallel Growth Plan Builder](#)

## QUESTIONS?

**Visit** us online: <https://www.successment.co/b2b-growth-lab/>

**Email** us: [hello@successment.co](mailto:hello@successment.co)



# YOUR INSTRUCTOR



Jonathan J. Mentor is a revenue growth expert that provokes the economic growth and visibility of underrepresented humans in B2B tech. He is proud to be a Latinx, Black, Queer father.

He is the Founder + CEO of Successment, a revenue growth partner for diverse tech startups where he developed RevOps Science®, a data powered approach to startup growth that electrifies growth strategy + campaigns.

His inspiration for Successment is his commitment to the success of disadvantaged humans. Success + Commitment = Successment.

**“Economic growth and visibility for disadvantaged humans in tech deserves collective investment”**

Jonathan strives to be present for his only daughter Zariah Rose and loyal Doberman Shakira by practicing mindfulness, empathy, and authenticity. Practices that he fiercely injects into every human in his network.

In 2019, he relocated to sunny Florida after having been born and raised in New York City. His favorite place to relax and recharge is the Dominican Republic.

**Jonathan J. Mentor**  
#ProvokeVisibility



[www.jonathanjmentor.co](http://www.jonathanjmentor.co)





# HI, WE'RE SUCCESSMENT

RevOps | Strategy | Marketing | Content | Creative | Consulting



## WHAT

We're a **revenue growth partner** for diverse B2B startups that enables economic visibility for disadvantaged humans in tech.

## WHY

**Diversity, Equity, Inclusion, Access,** and Belonging of thought, ability, ethnicity, race, religion, age, identity, gender preference, color, class, and background deserve collective investment.

## HOW

We uncomplicate **RevOps Science®** with **BOOM®** to spark B2B startup's first **\$10M**.

#ProvokeVisibility

## WHO WE IGNITE



**\$750K**  
Channel Sales



**2x**  
Revenue



**\$1.25M**  
Pipeline



LIGHTSHIP CAPITAL

STARTOUT

techstars

parallel<sup>18</sup>

accenture



ENTREPRENEURS OF TOMORROW®

ForbesBLK

revgenius



"BLACK. \*AMBITION"