

# REVENUE GROWTH FORMULA® PLAYBOOK

## THE \$10M BLUEPRINT FOR B2B STARTUPS

Successment<sup>®</sup>, BOOM<sup>®</sup>, Revenue Growth Formula<sup>®</sup>, Parallel Growth Plans<sup>®</sup> 2023 <sup>©</sup> All Rights Reserved.



# **REVOPS SCIENCE 2.0** THE 3 P'S OF PROFIT

RevOps Science gives you more power over functional alignment on actions and goals that scorch vanity metrics and prioritize revenue. We call our process BOOM®. BEGIN, OPERATE, OBVIATE and MAXIMIZE.

With the **Revenue Growth Formula®** Worksheet, you'll be unlocking peak performance.



Performance is the concept that drives Progess, (that comes next).

On this quick journey, be sure to have leadership and a basic calculator. Let's spark the flame.





# **REVOPS SCIENCE 2.0 UNCOMPLICATE TERMINOLOGY**

**GROWTH FOCUS:** OKR - Objectives and Key Results OKRs are written with one objective and up to 5 supporting key results with a defined endpoint.

## **EXAMPLES:**

- Increase Product revenue by x%.
- Decrease churn by X%

**GROWTH INDICATOR:** KPIs - Key Performance Indicators KPIs are the metrics used to ladder up to OKRs.

## **EXAMPLES:**

- Deploy x number of upgrades
- Increase customer feedback survey engagement by x%



## REVOPS SCIENCE 2.0 DECODE BUYER STAGES

Each of the 5 buyer stages cough up revenue and fuel the Revenue Growth Formula. Each stage has customer outcomes that lead to revenue generation. Your goal is to understand customer behavior at each stage that unlocks more growth.



### **AWARENESS**

BUYER JOURNEY STAGE Lead

#### DEFINITION

How much leads know about your startup and what you offer.

#### LEAD ACTIONS

Gaining information about the topic and service options by using a search engine, talking on social, visiting influence sites, talking to peers.

#### AWARENESS ACTIONS

- Social Media Marketing
- Search Engine Optimization
- Thought Leadership
- Media Development
- Article Contributions
- External Reviews



### **ENGAGEMENT**

BUYER JOURNEY STAGE Prospect

### DEFINITION

How prospects are engaging with you on your site, on social and in email.

### **PROSPECT ACTIONS**

Seeking to know more about the topic, if the service or product is necessary, and which is the best option.

### **ENGAGEMENT ACTIONS**

- Social Media Marketing
- Video Marketing
- Case Study Development
- Media Development
- Email Newsletters
- External Reviews

### **ENABLEMENT**



BUYER JOURNEY STAGE MQL + SQL



**DEFINITION** How prospects move to become an MQL, and then move to an SQL.

### MQL / SQL ACTIONS

Choosing the best option to fit their goals, scheduling appointments, defining cost, implementation and timeline.

### **ENABLEMENT ACTIONS**

- Sales One Sheets
- Optimizing Sales CTAs
- Targeted Landing Pages
- Testimonials
- Internal Knowledge Base

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### LAND

BUYER JOURNEY STAGE Customer

#### DEFINITION

How easily customers are onboarded and how satisfied they are.

#### **CUSTOMER ACTIONS**

Onboarding as a client, reaching out to customer service, reading product/service information.

### LAND ACTIONS

- Onboarding Content
- Welcome Packets
- Product Documentation
- Onboarding Feedback Loop

### **EXPAND**

BUYER JOURNEY STAGE Upsell

#### DEFINITION

How customers find other products and services offered

#### **CUSTOMER ACTIONS**

Choosing the best option to fit their goals, talking to customer service, defining cost, implementation and timeline.

#### **EXPAND ACTIONS**

- Client Feedback Loop
- Customer-Focused Content
- Upsell Outreach Templates
- Client Newsletters
- Client Knowledge Base



# UNLOCK 5 REVENUE GENERATING PILLARS

The Revenue Growth Formula® unlocks metrics that matter. It's a RevOps Science formula, developed to allow you to defend focus and unlock revenue opportunities. It maps revenue generation to buyer stages and teams. This leverages a data-driven view of revenue prioritization and vulnerabilities. This method improves resource planning and what matters NOW.





## **STEP ONE** BEGIN

ACTION: MAP EACH PILLAR TO TEAM, GROWTH FOCUS AND GROWTH INDICATORS.	30	
		Growth
SET YOUR GROWTH FOCUS		Focus
What revenue can be generated here?	20	#
SET YOUR GROWTH INDICATORS		%
What needs to be done now, for an outcome		<
tomorrow?	10	>
SET YOUR GROWTH CHAMPIONS		
Who owns the results?		Data + Tea
	0	

Growth Pillar





## **STEP TWO** OPERATE

ACTION: POWER EACH PILLAR WITH A PLAN	30	
<b>OUTCOMES</b> Improved Pillar outcomes and alignment unlock		Gro Fo
revenue exposure opportunities	20	Out <i>F</i> Out
ACTION PLANS		<i>ہ</i> Out
Data informs a plan with an incremental outcome that ladders up to a Growth Focus	10	<i>4</i>
		Char
<b>GROWTH CHAMPIONS</b> Collaborate on the data transparency they need to inform action to ladder up to a Growth Focus.	0	Growt





## **STEP THREE** OBVIATE





## **STEP FOUR** MAXIMIZE

## **ACTION:** DEFEND AGILE GROWTH

### FLEX

Are all of the Growth Focuses that were set resulting in revenue? Are the timelines realistic?



## **PIVOTS**

Is there a better way to align teams or is there a more effective solution to ladder up?

## INSIGHTS

Are there any factors outside the startup that impact the growth of Pillar progress?





## **UNLEASH YOUR REVENUE GROWTH FORMULA**

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						

### BENCHMARK (y) is GOAL PERCENTAGE (P%) of GOAL (x)



P% = y/x P%=300/3000 P% = .1 \* 100 P% = 10%












# HI, WE'RE SUCCESSMENT **RevOps** | Strategy | Marketing | Content | Creative | Consulting

## **WHAT**

We're a revenue growth partner for diverse B2B startups that enable 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.



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WHO WE IGNITE



HubSpbt

**2**x Revenue

revgenius

+40%

Lead Gen

+\$750K

PSSST... WANNA CHAT?

