In the tight budget climate most SaaS orgs find themselves in, it can feel like a battle royale to get the budget or resources your team is desperately asking for.

You vs. other departments, other priorities and the bottom line.

So how can you properly demonstrate that the juice (a well oiled RevOps team) is worth the squeeze ($$$$)?
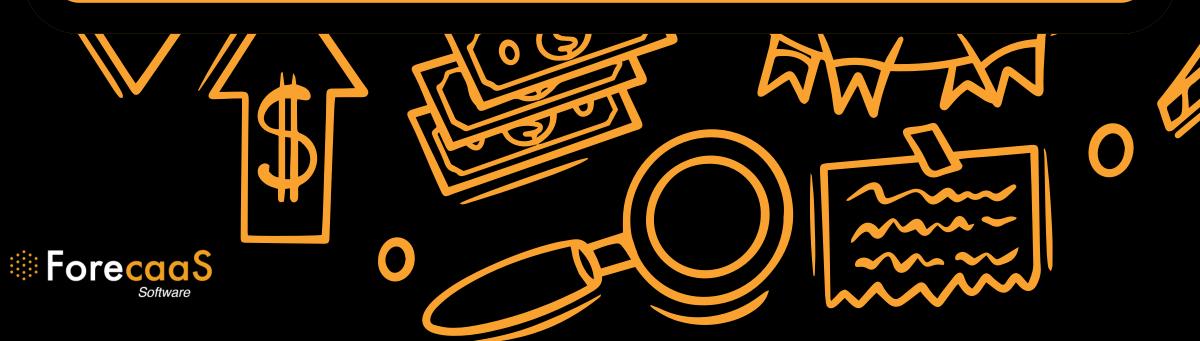
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Here are

5

strategies you can use to justify funding for resources the next time you need the ~~firing squad~~ executive team to get on board.

1

Align RevOps with biz priorities and company goals

Most RevOps teams are small and mighty which can = their needs being deprioritized as not having enough of an impact.

Clearly demonstrate that by implementing XYZ, RevOps will directly contribute to achieving key objectives and driving revenue growth. By tying RevOps to strategic outcomes, you can make a compelling case for why it is essential for the organization's success.
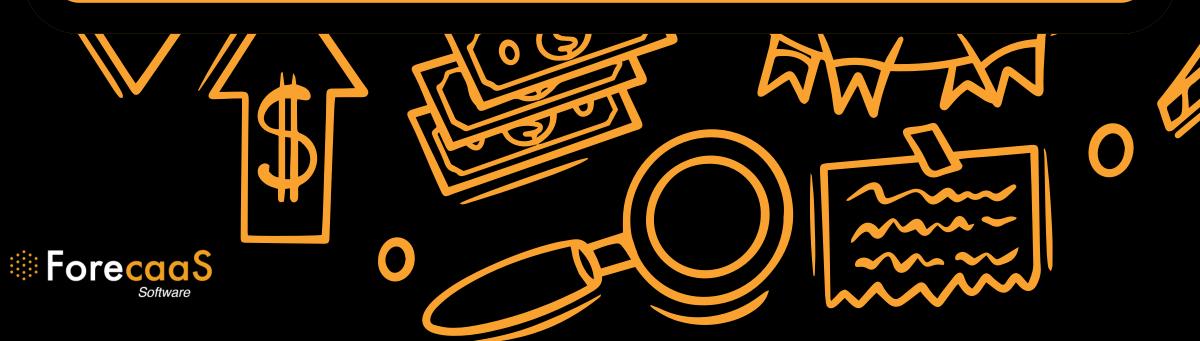
2

Engage your exec team (early! And often!)

When it comes to your executive team, ignorance is far from bliss.

Engage with senior executives early in the process and keep them involved throughout. That'll help them understand the importance of your request and increase the likelihood they support it.

Keeping senior leadership informed keeps 'em invested in the success of the initiative.

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3

Lean on your cross-functional relationships.

RevOps is the glue keeping all customer activity across CS, Sales, and Marketing working together.

Show your execs that an investment in RevOps yields positive effects across all these powerhouse revenue generating departments.

By focusing on resources that will break down silos and improve communication and alignment between departments, you can make a compelling case for why it is essential for the organization.

4 Communicate the <u>WHY AND HOW</u>

Your issues may be clear as day to you and your immediate team, but 90% of what your exec teams hear are problems.

<u>Make sure your Execs know the exact reasons behind these changes and the value it will bring to the organization.</u>

They need to understand how this will drive efficiency, improve customer experience, and of course increase $$$$. By communicating the benefits of RevOps in a clear and concise manner, you can make a strong case for why it is worth the investment.

5

Leverage External Expertise

If you can, an outside consultant may provide additional credibility and perspective on the benefits of this solution.

Otherwise take advantage of whatever external expertise you can - a provider's resources, podcasts, articles, other leaders.

By tapping into external resources, you can gain valuable insights and recommendations that will help you make a more compelling argument.

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Good luck!!!!