

The Revenue Operations Framework

Build capability across 5 dimensions. Data, Process, Technology, People, and Analytics.

SEQUENCING LOGIC

Where do you start when everything needs work?

Not what to fix. What to fix first — and why.

The sequence matters more than the fix.

A decision framework for teams that can't afford to start in the wrong place.

19%

faster revenue growth with a RevOps function

Forrester, Revenue Operations Study, 2024

75%

of high-growth companies will deploy RevOps by 2025

Gartner, 2023

designatesolutions.com

Revenue operations is not a single system or tool. It's the intersection of five critical dimensions: Data (what you know), Process (how you work), Technology (tools you use), People (who owns what), and Analytics (how you measure). Strong revenue operations means maturity across all five.

1. Data — The foundational layer

Key Areas: CRM hygiene, data governance standards, integration architecture, single source of truth

DIAGNOSTIC QUESTION

Can you trust your data to make a \$1M decision today?

2. Process — The workflows that drive revenue

Key Areas: Sales process, pipeline stages, forecasting methodology, handoff procedures, review cadences

DIAGNOSTIC QUESTION

If your top rep left tomorrow, could a new hire follow your documented process?

3. Technology — The tools that enable process

Key Areas: CRM adoption, data platform maturity, integration architecture, automation of routine tasks

DIAGNOSTIC QUESTION

Does your tech stack make your team faster, or does your team work around your tech stack?

4. People — The owners of revenue operations

Key Areas: RevOps team structure, clear ownership, skill mix, compensation alignment, enablement programs

DIAGNOSTIC QUESTION

Can you name one person accountable for each critical revenue process?

5. Analytics — The measurement layer

Key Areas: KPI definitions, reporting cadences, insight generation, data-driven decision-making

DIAGNOSTIC QUESTION

When leadership asks 'how are we doing?' — do you trust the answer your dashboards give?

Revenue Operations Maturity

Assess your organization against the five dimensions using the scale below. A mature revenue operations function has reached Level 3–4 across all five dimensions.

Maturity Level	Characteristics
Level 1: Ad Hoc	No formal process or ownership. Everything is person-dependent.
Level 2: Developing	Some process and ownership, but inconsistent execution and measurement.
Level 3: Mature	Documented processes, clear ownership, consistent execution, basic measurement.
Level 4: Optimized	World-class processes, clear ownership, continuous improvement, predictive analytics.
Level 5: Advanced	Bleeding-edge optimization, AI-driven insights, autonomous systems, predictive modeling.

What's Your Next Step?

Already taken the 5-Minute Scorecard?

Schedule a Revenue Systems Diagnostic with our team. We'll review your current state, identify your biggest gaps, and create a prioritized roadmap for improvement.

[Schedule Your Diagnostic →](#)

Haven't assessed your revenue systems yet?

Take the free 5-Minute Scorecard to benchmark your revenue operations against the five critical dimensions.

[Take the Scorecard →](#)