

UNPACKING THE MYSTERIES OF RevOps

Your guide to
better revenue – forever



Rev

RevOps is the newest business buzzword.

It stands for Revenue Operations and it impacts everything. Jobs focused on revenue – like Chief Revenue Officer and VP of Revenue – are growing twice as fast as other sales roles on LinkedIn.

And here's why. RevOps is about maximising revenue through the lens of the customer – following the entire lifecycle before, during, and post-sale. By taking a holistic approach to designing an optimal customer experience (CX), it's easier to scale revenue.

And that's where we come in. We're an outsourced RevOps team blending sales, marketing, branding, and tech to accelerate growth for our clients.

And it all starts with defining an intentional CX.

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01

BETTER CUSTOMER EXPERIENCE

The customer experience (CX) begins when people first hear about brand. And it extends to the entire customer lifecycle from awareness to customer activation to loyalty and advocacy in both B2B and B2C companies alike.

Despite the popularity of collaboration as a standard company value, departmental structures work in silos. When each department is chasing a different goal to drive success – like product innovation, marketing differentiation, and sales won – this fragmented approach hurts the CX.

At Hunt & Hawk, we bring companies, departments, and people together to create a unified vision. By applying a single customer lens for one shared vision, it's easier to align key messaging, products and solutions, and internal processes in a way that advances both CX and serious revenue.

02

BETTER COLLABORATION INSIDE

RevOps demands better communication across people, processes, and shared technology.

After all, there's a lot of knowledge stored in each brain across every department.

By bringing everyone together with a shared vision and goal it's easy to foster superior alignment between the executive, sales, marketing, customer service, and everyone else. And as it turns out, improving internal alignment drives better organisational performance.

At Hunt & Hawk, we bring silos together to facilitate knowledge transfer and insight sharing. By conducting iterative workshops, we get to the heart of what matters and help companies to clarify their vision, goals, and start building a plan.

03

STRONGER KEY MESSAGING

The RevOps process is focused on using data-driven insights to redefine what truly matters to customers. The ability to connect with more customers comes down to bringing clarity to key messaging.

By starting with a deep customer understanding and figuring out what customers truly value and what problems they're trying to solve, it's easy to hone messaging so that customers can understand the value proposition. Being heard is great, but being understood is always better.

At Hunt & Hawk, we help define a brand story and brand voice that's unique and builds an optimal CX. Imagine the ease of driving growth with a website that uses compelling communications, concise value articulations, and a consistent brand voice.

04

DRIVING MORE REVENUE

RevOps is the science behind understanding the customer journey better and knowing how it flows to drive revenue. This visibility identifies the unique CX and makes it easy to see what's working.

Understanding the formula for growth enables companies to improve the CX by investing in the areas that will yield strong ROI and drive growth or profitability. With collaboration and insights from the RevOps model, companies can invest in growth intelligently.

At Hunt & Hawk, we love to build predictable revenue formulas for each of our clients. We help our clients help more people by building deep emotional connections with their clients to iron out any kinks in revenue today and build a smooth revenue operations machine for tomorrow.

05

DEMAND GENERATION POWER

RevOps is about optimising a selling system that relies on technology, process, and people.

Many companies have invested in CRM systems, but figuring out how to use this goldmine of customer data is the key.

By examining existing solutions, team performance, and the customer journey, it's easy to identify opportunities for improvement that can lead to a better CX. Capturing the right data, sharing data better, and having a single view of the customer builds deep relationships.



At Hunt & Hawk, one of our favourite sales, marketing, and customer journey solutions is **HubSpot** due to its advanced functionality while being easy to drive. We help clients design state-of-the-art lead management solutions to build healthy sales funnels for serious growth.

SORT YOUR RevOps WITH HUNT & HAWK

Ready to learn more?
We dare you!

[Book a call](#)

Are you curious to know what RevOps can do for you? Drop us a line today and let's chat. We're really passionate about sharing ideas with anyone who's interested in growth.

At Hunt & Hawk, we're all about driving revenue for our clients through the right blend of strategy and creativity. And we'd love to help you next. Are you ready to grow?



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