RODNEY DOZIER SALES & REVENUE OPERATIONS (REVOPS) PLAYBOOK

INTRODUCTION

This document provides a brief summary of the GAP Sales & Revenue Operations (RevOps) Playbook and is not the full playbook. It outlines key strategies for optimizing sales processes, aligning revenue operations, and driving predictable revenue growth. For a complete version or tailored guidance, please reach out to growth@catalystsuite.co.

INTRODUCING THE GAP PLAYBOOK

The Growth Acceleration Playbook (GAP) is the core methodology that underpins this framework. The GAP Playbook is designed to align sales, marketing, and customer success into a scalable, data-driven revenue engine. This structured approach provides a repeatable system for optimizing performance and driving sustainable growth.

1. Sales Strategy & Execution

Sales Process Optimization

- Define clear sales stages (PRE → CORE → POST) using the GAP Playbook framework
- Standardize qualification criteria (e.g., BANT+, IMPACTS frameworks)
- Implement structured follow-up cadences to improve conversion rates

Pipeline & Deal Velocity

- Maintain accurate forecasting with data-driven insights based on the GAP methodology
- Reduce sales cycle length through automated outreach and deal prioritization
- Improve win rates by aligning sales and marketing on messaging & ICP (Ideal Customer Profile)

Sales Team Enablement

- Develop structured onboarding programs for new hires, following GAP Playbook best practices
- Implement ongoing training & coaching for sales reps
- Use CRM & automation tools to enhance sales productivity

2. Revenue Operations (RevOps) Alignment

Cross-Functional Revenue Strategy

- Align sales, marketing, and customer success to drive a unified revenue approach using the GAP framework
- Integrate data-driven decision-making across teams
- Ensure seamless lead handoff from marketing to sales to customer success

Technology & Automation

• Implement and optimize CRM systems (e.g., HubSpot, Salesforce) through GAP Playbook principles

• Leverage AI-driven analytics for pipeline forecasting

• Automate lead nurturing, follow-ups, and reporting

Customer Lifecycle & Retention

• Improve customer success engagement post-sale by implementing GAP retention strategies

• Develop upsell & expansion playbooks for existing clients

• Monitor churn rates and implement retention strategies based on GAP methodology

3. Go-To-Market (GTM) Strategy

Ideal Customer Profile (ICP) & Targeting

• Define customer segments using GAP-driven data analysis

• Align GTM efforts with market trends & customer pain points

Outbound & Inbound Sales Motion

• Develop multi-channel prospecting strategies (Email, LinkedIn, Cold Calls, Webinars) using GAP Playbook guidelines

• Optimize marketing-to-sales handoff for inbound leads

• Personalize outbound messaging based on GAP targeting insights

Revenue Forecasting & KPI Tracking

• Establish key performance indicators (KPIs) for sales & RevOps based on GAP benchmarks

• Regularly review pipeline health, conversion rates, and ARR growth

• Conduct quarterly revenue reviews for strategy adjustments, following GAP methodology

4. Sales Compensation & Incentives

• Design commission structures aligned with GAP revenue goals

• Reward high-performing sales reps through performance-based bonuses

• Implement non-monetary incentives (recognition, career growth opportunities)

5. Continuous Improvement & Scaling

• Regularly audit sales processes for optimization opportunities using GAP Playbook assessments

• Foster a culture of continuous learning & iteration

• Scale revenue operations with repeatable & data-backed GAP frameworks

CONCLUSION

The Growth Acceleration Playbook (GAP) serves as the foundational methodology for Sales & RevOps excellence, ensuring a seamless revenue engine that maximizes efficiency, alignment, and growth. Implementing the GAP Playbook will drive predictable revenue acceleration, structured execution, and cross-functional collaboration for sustained business success.