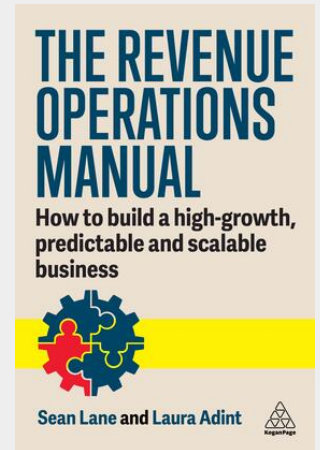


The Revenue Operations Manual

How to Build a High-Growth, Predictable and Scalable Business

Growing a business is a team sport, and Revenue Operations - the number 1 fastest-growing job on LinkedIn - is how you can deliver that growth. Learn how to bring revenue-generating teams, business context, and technology together to build a high-achieving, predictable and scalable revenue machine. The Revenue Operations Manual takes you through every aspect of this evolving function, whether that's understanding what exactly it is, or how to effectively build your team, technology and partnerships to ensure your go-to-market strategies support business goals and revenue growth. Using case studies, examples of best practices (and of what not to do), this book offers expertise and interviews from world-class operators and provides a blueprint on the mindset required to build and scale this critical business function. Understand the value that Revenue Operations can bring to your business, the right time to invest in it, and how to maximize the outcomes this team can drive.



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