

# RevOps in 2021

The top three things your revenue operations strategy needs to focus on this year.

## Digital Sales Activity

With sales interactions occurring via email, chat, video, and so on, sales has been digitized. Gartner found that 60% of B2B use digital channels throughout their buying journey, meaning that organizations must deliver meaningful digital interactions.

**You now need to meet your customers where they are at. Enable the real-time, outcome based experiences that everyone demands."**  
**- Sean Lane, Director of Operations - Drift**

Deal name	Category	Risk Score	Probability	Confidence	Deal Amount	Close Date
<b>Sterling Cooper</b> AE: Chris Lewis	Commit	68 Medium	70%	High	\$65,000 ▲	31st Mar 2020
<b>Acme Inc</b> AE: Chris Lewis	Commit	75 High	80%	Medium	\$55,000 ▼	31 Mar 2020
<b>Oscorp</b> AE: Chris Lewis			60%	Low	\$30,500 ▲	31st Mar 2020
<b>Gekko &amp; Co</b> AE: Chris Lewis			80%	High	\$60,000 ▲	31st Mar 2020
<b>Wayne Enterprises</b> AE: Chris Lewis			70%	High	\$25,000 ▼	31st Mar 2020
<b>Hooli</b> AE: Chris Lewis			70%	Low	Previous deal amount \$22,000	31st Mar 2020
<b>Polycon</b> AE: Chris Lewis			60%	Medium	\$45,000 ▼	31st Mar 2020
<b>Axe Capital</b> AE: Chris Lewis			80%	Low	\$30,500 ▲	31st Mar 2020
<b>Duff Corp</b> AE: Chris Lewis			60%	Medium	\$25,000 ▼	31st Mar 2020

Recent Negative sentiment from the Decision Maker (CIO)

Multiple pricing & budget objections mentioned last week

Weak relationship with IT

Only 2 strong relationships with a Director & End User

Legal is disengaged for last 2 weeks

Champion (CP Ops) is disengaged for last 4 weeks

## Elevate Your Digital Sales Effectiveness

BoostUp.ai captures all of this digital sales activity and understands the context in which it all takes place. Use this information to elevate the effectiveness of sales reps through recommendations that actually progress a deal forward.

# Sales Enablement

Contextual sales enablement allows front-line sales managers to effectively coach reps in real-time. These managers must help reps perform outside textbook sales methods and instead in the context of their active sales opportunities.

It's time to empower these managers to focus on the true needs of their reps and drive growth.

**“If you can solve first-time manager needs, suddenly 80% of a growth strategy is taken care of.”**

**- Noah Marks, Vice President, Revenue Operations - Udemy**

The screenshot displays the BoostUp.ai dashboard. At the top, there are filters for Closing in (Current Quarter), Changes Since (Last 7 days), Territory (All), User (All), Forecast Category (All), Stages (All Active), Amount (\$25K - \$210K), and Opportunity Type (All). Below these are summary metrics: Booked (60 deals) \$5.2M, Commit (28 deals) \$2.3M, Best Case (78 deals) \$6.28M, Pipeline (146 deal) \$9.9M, and Total (206 deals) \$15.7M. The main table lists 146 opportunities with columns for Deal Name, User, Account Name, Engagement Risk, Forecast Risk, Category, Stage, Deal Amount, Close Date, and Next Action. A tooltip is open over the 'Sterling Cooper' row, showing insights such as 'Recent negative sentiment from the Decision Maker (CIO)', 'Multiple pricing & budget objections mentioned last week', 'Weak relationship with IT', 'Only 2 strong relationship with a Director & End user', 'Legal is disengaged for last 2 weeks', 'Next meeting upcoming in 4 days', 'Multiple buying signals', and 'CIO accepted meeting with our CEO'. A 'View Deal Insights' button is also visible.

DEAL NAME	USER	ACCOUNT NAME	ENGAGEMENT RISK	FORECAST RISK	CATEGORY	STAGE	DEAL AMOUNT	CLOSE DATE	NEXT
Acme Sales	Janice Caston	Acme Inc.	84 High	55 Medium	Commit	Decision	\$175,000	20 Aug '20	Sen
Sterling Cooper	Gonzalo Garcia	Sterling	Medium	Medium	Best Case	Decision	\$140,000	20 Aug '20	New
Gekko & Co	Janice Caston	Gekko	Medium	Medium	Commit	Negotiation	\$135,000	20 Aug '20	Talk
Hooli	Gonzalo Garcia	Hooli	High	High	Best Case	Contract	\$120,000	20 Aug '20	-
Wonka Industries Requireme...	Janice Caston	Wonka	Medium	Medium	Best Case	Contract	\$115,000	20 Aug '20	Revi
Wayne Enterprises	Gonzalo Garcia	Wayne	Low	Low	Commit	Decision	\$110,000	20 Aug '20	Sen
Duff Corp Sales Team	Gonzalo Garcia	Duff C	High	High	Commit	Decision	\$110,000	20 Aug '20	Feat
Bubba Gump	Janice Caston	Bubba	Medium	Medium	Best Case	Negotiation	\$100,000	20 Aug '20	Sec
Oscorp	Janice Caston	Oscorp	Low	Low	Commit	Negotiation	\$95,000	20 Aug '20	SOC
Polycon	Gonzalo Garcia	Polycon	Low	Low	Commit	Decision	\$80,000	20 Aug '20	Erma
Axecapital	Gonzalo Garcia	Axecapital Inc.	28 Low	22 Low	Commit	Decision	\$80,000	20 Aug '20	Erma

## Empower Your Front-Line Managers

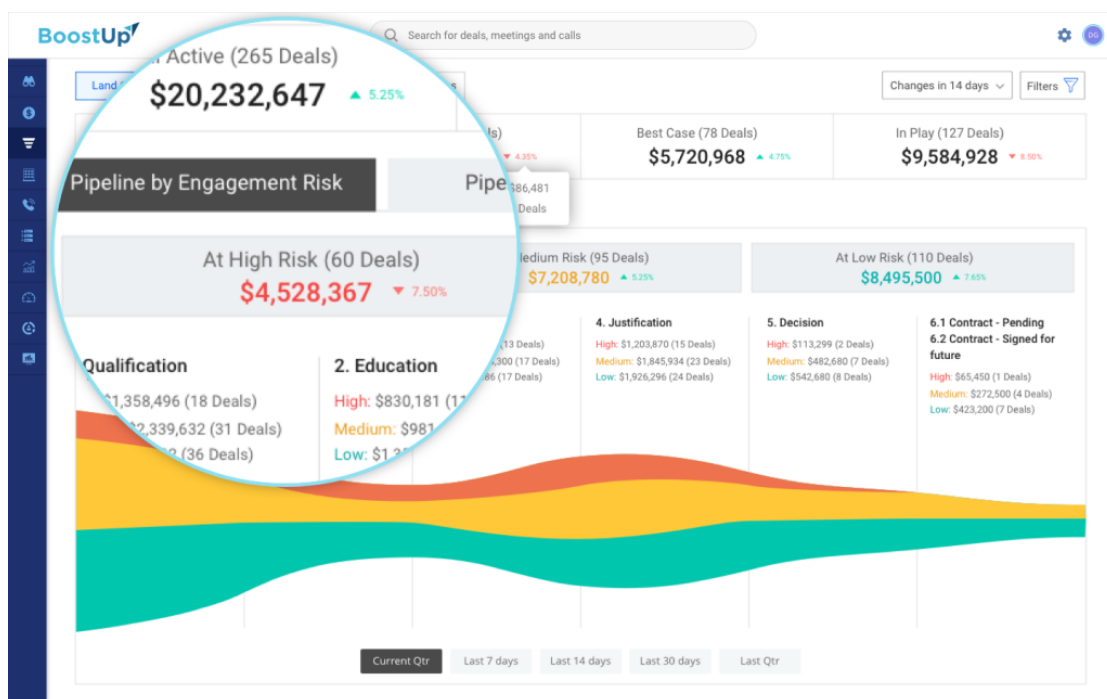
BoostUp.ai provides truly actionable data based on sales activities. Managers can instantly understand what reps need to do in order to close a deal and coach those reps to success.

Managers with BoostUp.ai are empowered to accurately review more deals in less time, exponentially increasing their ability to provide valuable feedback that truly influences outcomes.

# Sales Forecasting

It is possible to get within 5 percent of your forecasted number, every quarter. Achieve this through deal-by-deal analysis, combined with historical data that is based on truly accurate information.

**“AI can review deals on your behalf to find deals and factors that are causing pipeline slippage so you can address it”  
- Sharad Verma, Co-Founder & CEO - BoostUp.ai**



## Real-Time Sales Forecasting

BoostUp.ai's AI powered platform constantly compares your pipeline to your forecast in real time.

Not only that, but it examines pipelines on a deal-by deal basis to identify the opportunities that are at risk and recommends the actions required to remedy it.

# BoostUp

