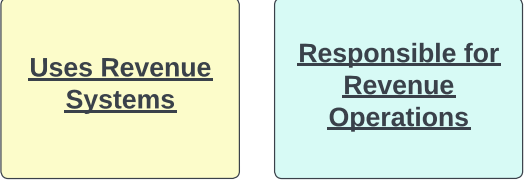
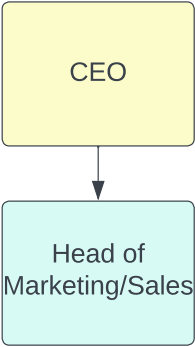


What CRM do you use?
Who uses it? For what?
Who administrates it?



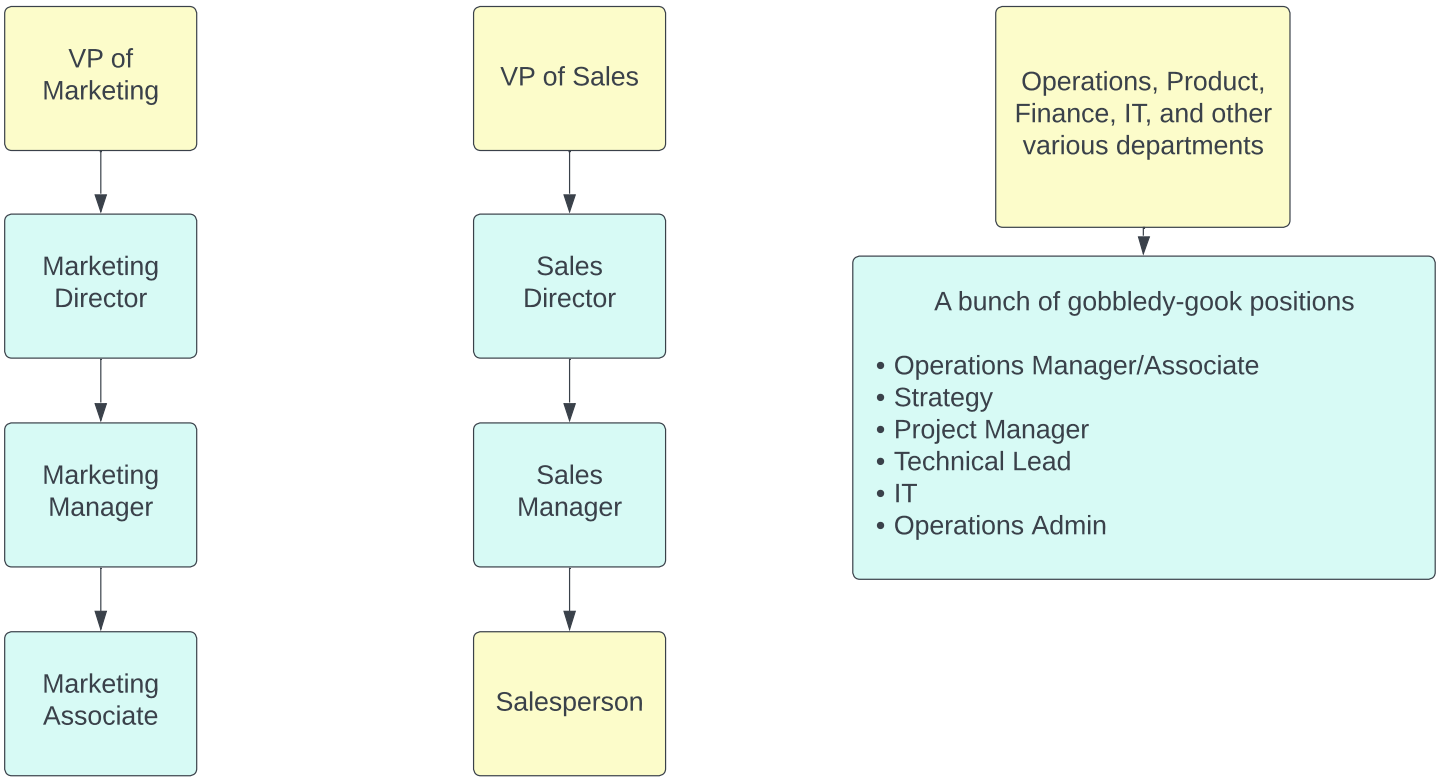
"Small Businesses"

Multiple Revenue roles compressed into a very small people.
Lots of hats, less focus.



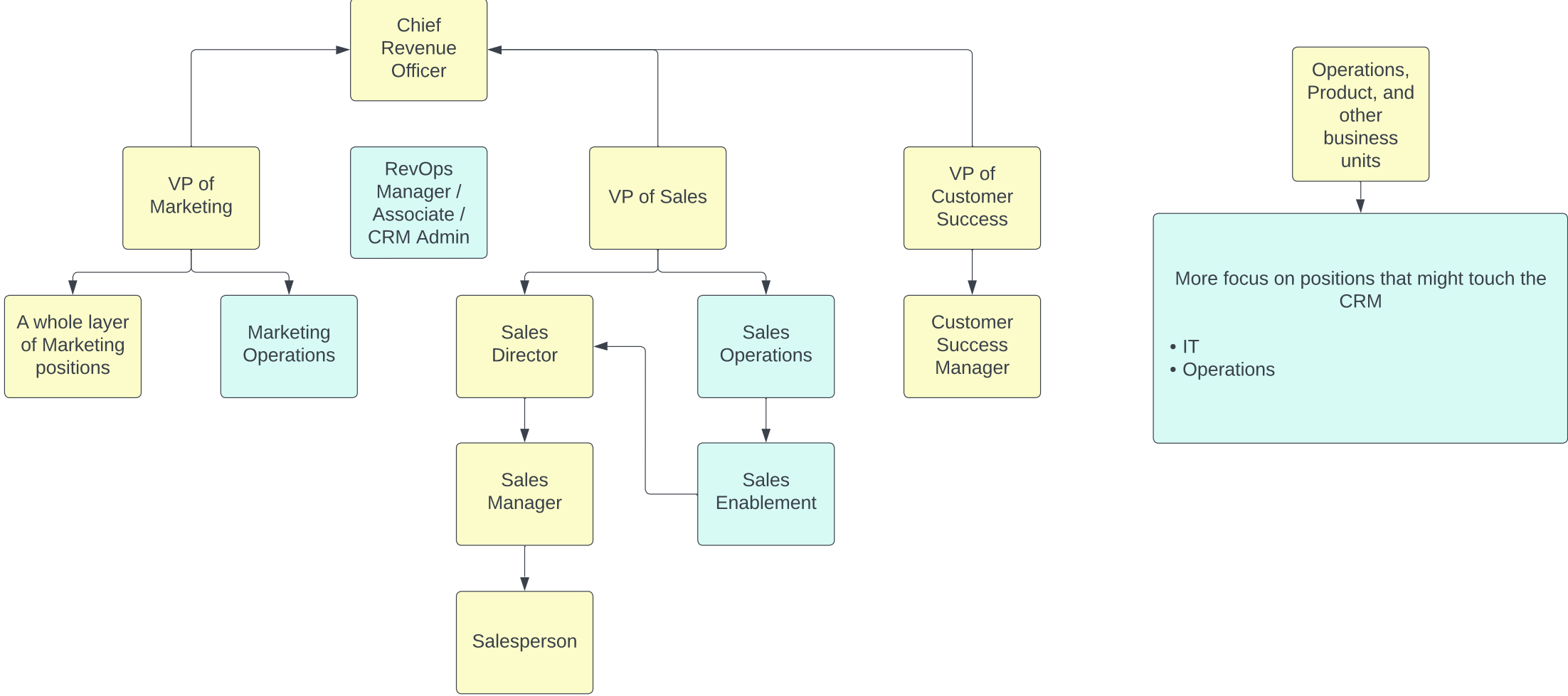
"Old-School"

Vague, generalized job titles. You have to hunt to figure out who is running the Revenue Operations, and they've might not have ever heard the term "Revenue Operations".



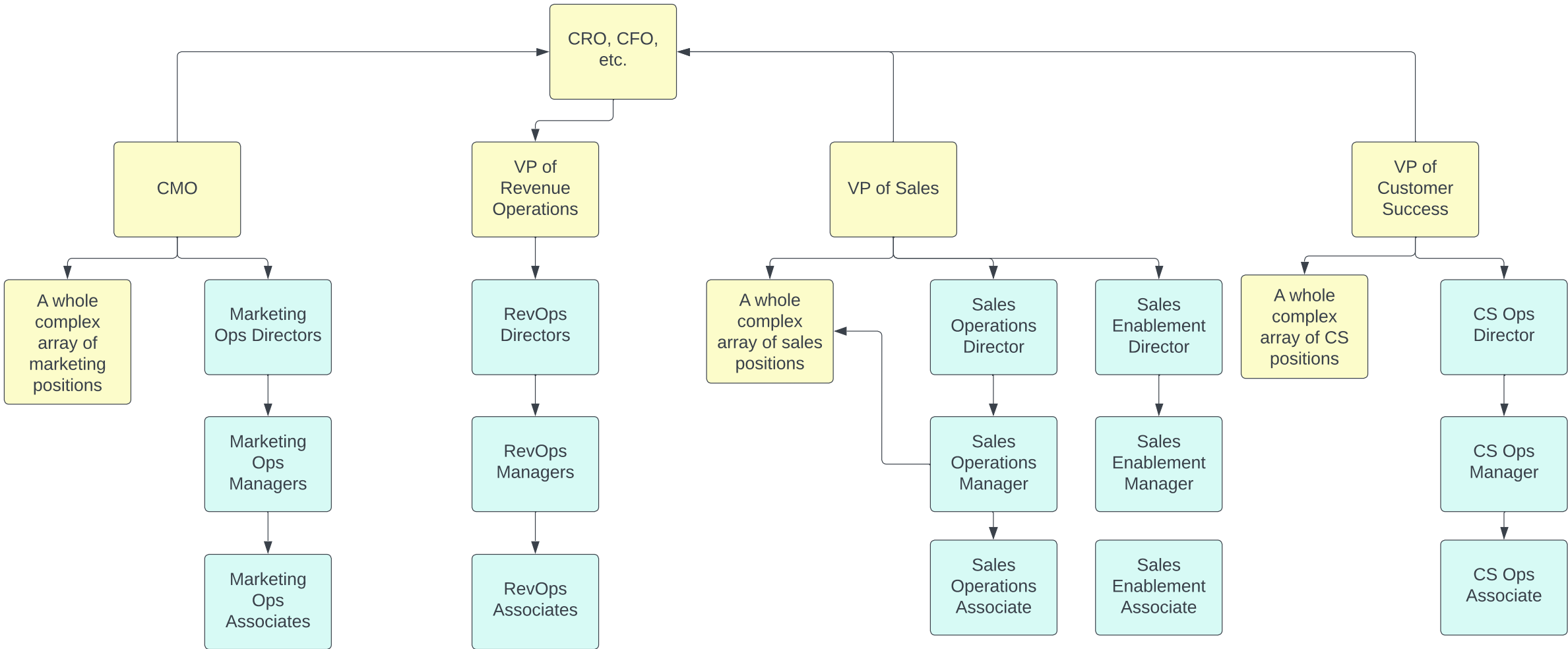
"Growth"

More focus in specific roles. They've heard the terms "Sales Ops", "RevOps", "MarketingOps", etc. Depending on the size, multiple roles may still be filled by one person



"By-the-Book"

Big teams with more traditional structure.



Godless Heretics