



Revenue Operations Audit

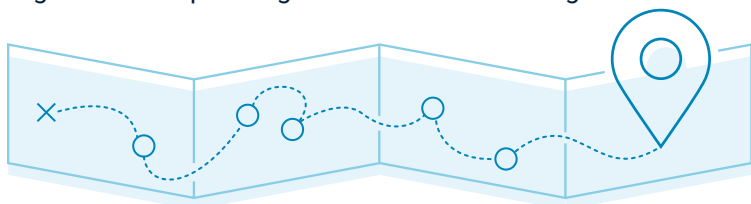
Why Perform an Audit?

Organizations need a clear path for sustainable growth. When companies are racing to simultaneously grow revenue and create supporting processes, it is almost impossible to stand back and forecast what needs to be in place for future success. Even when this reflection is done, plans tend to focus on immediate goals—not the systems required in 12 months (and beyond).

Most consultancies are eager to get an SOW and jump into work before fully analyzing the problem. This bypasses two essential components needed for lasting impact:

1. Building trust
2. Understanding what is required to implement the structural changes

CloudKettle measures client engagements in years, not months. Hundreds of hours go into the Audit process to ensure that the Audit provides a roadmap of what needs to change and what resources are required. It lays out a realistic timeline to accomplish milestones and achieve the goals that your organization is planning for Sales and Marketing.



CloudKettle is one of my most trusted partners. They bring a world class team, great leadership and outstanding communication at all levels to every engagement."



Wendy White
CMO



CloudKettle is helping us make better business decisions and improving the quality of data and signals coming from our Sales and Marketing technologies."



Jeff Austin
VP, Revenue Operations



Outcomes

The primary deliverables of the audit engagement are the written document (generally 60-80 pages long, in plain English) with priorities and steps that must be taken to improve the SOPs and MOPs infrastructure in order to achieve revenue growth. This roadmap is broken down into bullets sorted by immediate, short term and mid term action items. Beyond the thorough written Audit, the engagement also includes 5 hour-long debriefing calls with stakeholders to explain the areas of the audit most pertinent to them, the impact, and how to solve identified issues.

The outcome of a Revenue Operations Audit with CloudKettle is a clear, prioritized view of what has to be done, when and why.



What Happens After the Audit?

At the end of the audit you have a roadmap for success, but also a Partner who intimately understands your business, your challenges, and what needs to be done. CloudKettle has helped many companies with these problems in the past and will help you resolve issues so you can level-up to the next steps in your organization's Sales and Marketing maturity. Once the audit is complete, CloudKettle works with you to develop a 6 month Retainer SOW plan to help address immediate and short term priorities based on the findings.

"The team at CloudKettle has been excellent to work with. They have delivered exactly as they said they would, and more. Communication has been consistent and professional throughout the audit, and the audit itself has been thorough and complete in its recommendations. I would recommend them to anyone considering taking on this type of project. **At every step of the process, I have been pleased with our decision to work with CloudKettle.**"

—
CLOUDKETTLE CLIENT

★★★★★
APEXCHANGE RATING

*Read Our 5-Star Reviews on
the Salesforce AppExchange*

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Contact sales@cloudkettle.com or 1-800-878-4756 ext. 202

