

THE GREAT REVOPS DEBATE

Hiring a consultant, or build an internal team



TABLE OF CONTENTS

Introduction: The Rise of RevOps	03
What is RevOps?	04
Different Approaches to RevOps: In-House vs. Hubspot RevOps Consulting	05
What Does Modern RevOps Look Like? The Ideal Framework for Success	07
HubSpot's Revenue Growth Strategy Role	08
Why Third-Party HubSpot RevOps Consulting is the Right Move	09
How to Find Good Candidates for HubSpot RevOps Consulting	10
How to Hire for RevOps: Top Interview Questions to Ask	11
Conclusion	14



Introduction: The Rise of RevOps



Your sales team is grinding away to close deals, your marketing team is insistent on increasing conversions, and your customer team is motivated to reduce customer churn.

Yet, your organization is losing revenue YOY, and no one can pinpoint the crack.

This is where RevOps can help. [Gartner's](#) research indicates that 75% of the companies with the highest growth will adopt a RevOps model by 2025. So what is RevOps, and why are organizations racing to build in-house RevOps teams or hire external HubSpot RevOps consulting?

The current business landscape is fierce and saturated. With more operational costs at stake, missed revenue opportunities can make an organization irrelevant or even push it out of business.

To stay on top, organizations now realize that they must stop chasing individual team goals and that marketing, sales, and customer teams must work together to maximize revenue opportunities.

In this ebook, we explore the following topics: What is RevOps? How to hire for RevOps: In-House vs. Hubspot RevOps consulting? What is HubSpot revenue growth strategy? We aim to help you make crucial RevOps decisions, especially whether you should build a RevOps team from scratch or opt for third-party HubSpot RevOps consulting.

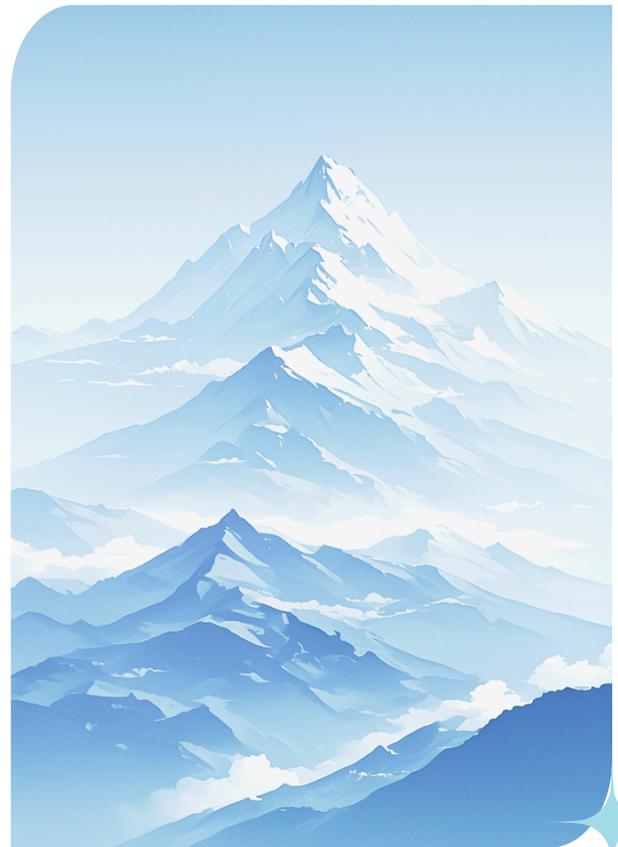


What is RevOps?

RevOps is an emerging business function emphasizing that every organization has one primary goal: **driving revenue growth**.

RevOps combines sales, marketing, and customer success teams to function as one unit through shared KPIs, data, and processes. However, aligning large teams to work in cohesion is not easy. What makes this big RevOps shift possible?

The emergence of centralized tools like HubSpot, advanced automation, and the rise of HubSpot digital transformation consulting allows firms to unify processes and run as one well-oiled machine instead of in silos. With RevOps, organizations can finally eliminate revenue leakage and achieve proactive revenue management.



Here are core RevOps principles.



Team Alignment

RevOps focuses on cross-departmental communication to drive customer acquisition, retention, and revenue growth.



Data Centralization

Unified data and insights are the foundation of RevOps. The objective is to work with connected, up-to-date, and metric-based decisions.



Process Optimization

With RevOps, workflows are standardized and synchronized across departments to reduce redundancies and protect profit margins across all channels.



Technology Integration

Instead of standalone disintegrated systems, RevOps unifies systems across departments with the help of automation tools like HubSpot.



Revenue Growth

Revenue growth is RevOps' guiding star. It is achieved by analyzing data and implementing solutions that improve growth opportunities, such as upsells and advanced forecasting.



Different Approaches to RevOps: In-House vs. HubSpot RevOps Consulting

Now that we have established RevOps, the next big question is how to implement RevOps initiatives. The two options are to build an in-house team or partner with a third-party HubSpot RevOps consultancy. While each choice has pros and cons, the decision between an in-house team and an external HubSpot RevOps consulting firm depends on an organization's unique needs.

In-House RevOps Team

An in-house RevOps team comprises employees you hire and manage internally to improve your company's revenue-generating processes. With an in-house RevOps team, organizations can save time on knowledge transfer, make faster decisions, and maintain better security and confidentiality.

Advantages



Direct Control

The company controls its revenue strategy, data stack, and execution.



Better Customization

In-house teams intimately understand the company's unique processes and needs, enabling them to tailor strategies accordingly.



Faster Decisions

In-house teams collaborate better, expediting decision-making without waiting for external approval.



Cultural Fit

In-house teams are integrated into the company's culture and can adapt quickly to internal changes without disruptions.

Challenges

Diverse Skills

RevOps professionals must have diverse skills, such as proficiency in HubSpot tools, analytical skills, and strategic thinking. Finding the right candidate can be a time-consuming HR process.

Talent Shortage

Since RevOps is a relatively new business function, experienced RevOps professionals are scarce. Due to the high market demand for such professionals, hiring and retaining employees is often challenging.

Heavy Investment

Building and training a RevOps team from the ground up requires considerable investment and can strain businesses with limited budgets.

Scalability Issues

Expanding your internal RevOps team may require significant work to keep up with evolving and complex RevOps strategies as your business grows.



Third-Party HubSpot RevOps Consulting

A third-party HubSpot RevOps consultancy is an independent agency that provides HubSpot revenue growth strategies and HubSpot digital transformation consulting. These organizations use tried-and-tested methodologies and frameworks in HubSpot revenue forecasting, analytics, sales operations support, and GTM strategies.



Advantages



Proven Expertise

HubSpot RevOps consultants have a wealth of knowledge working with a diverse clientele. Often, the leadership is former RevOps executives who offer experienced guidance to unlock revenue growth.



Quick Deployment

HubSpot RevOps consulting firms offer repeatable, customizable, ready-to-deploy frameworks. This approach helps save time and quickly launch flexible, agile solutions.



Scalability

HubSpot RevOps consulting partners can quickly scale their efforts up or down depending on your business needs.



Access to Specialized Resources

HubSpot RevOps consulting organizations typically have departments like QA, documentation, and enablement, which are rarely available in-house.

Challenges

Initial Learning Curve

HubSpot RevOps consultants must familiarize themselves with your business, which can take some time.

Higher Initial Costs

Working with a HubSpot RevOps consulting firm is expensive upfront, but the long-term value often outweighs the initial investment.



What Does Modern RevOps Look Like?

The Ideal Framework for Success

Modern RevOps is about using data-driven and precise information to forecast revenue trends. B2B firms are now realizing that RevOps boosts revenue and confirms the accuracy of financial projections. A modern RevOps strategy includes the following characteristics.



Data-first RevOps

Seamless data integration for quality insights is the precursor to RevOps' success. As a result, modern RevOps initiatives focus on tools that facilitate data orchestration and integration. HubSpot's unified platform helps eliminate data silos, ensuring that all customer interactions are tracked and shared seamlessly across departments.



Documentation and Process Adherence

Clear documentation is a cornerstone of successful RevOps. Processes, workflows, and standard operating procedures (SOPs) must be well-documented so that teams can consistently adhere to best practices. HubSpot's tools, like workflows, templates, and knowledge base capabilities, make it easy to document and standardize marketing, sales, and customer service processes.



The Right Tech Stack

Modern RevOps relies heavily on the right tech stack. Tools like HubSpot's CRM, marketing automation, and customer service functionalities enhance sales forecasting, optimize lead generation, and streamline feedback collection. These interconnected approaches reduce data fragmentation and help accelerate your company into a revenue-generating machine.



Intersecting RevOps and Analytics

RevOps is not just about data collection. It also uses advanced analytics and visualization tools to transform complex data into digestible information. For instance, HubSpot's real-time dashboards and reporting tools provide actionable insights into customer behavior, sales performance, and marketing ROI.



HubSpot's Revenue Growth Strategy Role

Achieving modern-day RevOps success can be complex and technically challenging. After all, RevOps aims to unify sales, marketing, and customer service teams under a single operational framework. That is why HubSpot is so valuable. Powerful tools, such as HubSpot CRM, marketing automation, and full-funnel reporting, facilitate the HubSpot revenue growth strategy. HubSpot can be a defining factor in RevOps success, but only if you find the right HubSpot RevOps consulting partner.

Criteria for Selecting The Right Fit

Find out what you need to look for when selecting a HubSpot RevOps consulting agency to support your HubSpot revenue growth strategy.



Up-to-date with the Latest Standards

Look for HubSpot RevOps consulting agencies with experience adopting and implementing the latest HubSpot revenue growth strategies and tools in line with industry best practices.



Innovative Mindset

Choose a HubSpot RevOps consulting firm that thinks outside the box and customizes its strategies. The HubSpot RevOps consulting firm should be able to use cutting-edge ideas and leverage HubSpot capabilities for your RevOps needs.



Data Experts

Go for a HubSpot RevOps consulting agency with strong data analytical skills and advanced reporting skills. This will ensure you track precise KPIs and revenue prediction models.



Quality at the Forefront

Ensure your external HubSpot RevOps consulting team offers routine quality checks. Regularly monitoring integrated systems and data quality assurance are essential for long-term success.



Speed and Scalability

Look for a HubSpot RevOps consulting firm that knows HubSpot revenue growth strategies inside out and offers faster time to market. The HubSpot RevOps consulting firm should maintain operational momentum during expansion and growth.



Training and Documentation

A skilled HubSpot RevOps consulting agency should be able to train your team and ensure they can fully utilize the deployed tools and processes. The HubSpot RevOps consultant should also provide clear, actionable documentation so that your team can manage the system independently in the future.



Why Third-Party HubSpot RevOps Consulting is the Right Move

If you are an SMB running on a limited budget or your organization is rapidly growing, opting for a third-party HubSpot RevOps consulting partner is the best choice. Moreover, a large organization looking for high-quality, fast results should engage third-party HubSpot RevOps consulting. Here's why:



Cost-Benefit Ratio

Hiring, training, and retaining an in-house RevOps team is costly and resource-intensive. Moreover, poor hiring decisions can have a significant financial impact on your bottom line and productivity. On the other hand, third-party HubSpot RevOps consulting brings access to specialized RevOps talent, and you can count on a verifiable track record of success.



Access to Experts

Most organizations worldwide find hiring RevOps talent with a blend of strategic, analytical, and financial expertise challenging. Moreover, RevOps has emerged as a highly specialized position. However, HubSpot RevOps consulting partners have a track record and expertise in unlocking revenue growth. HubSpot RevOps consulting partners offer various services, from CRM optimization and marketing automation to revenue strategy development.



Dedicated RevOps Departments

External HubSpot RevOps consulting partners have multiple departments responsible for solution development and delivery. For example, many HubSpot RevOps consultancies have a dedicated quality analysis, support and remediation, and documentation team to ensure the highest standards in the customer journey.



Diverse Experience

HubSpot RevOps consulting partners work with clients from different sectors and solve multiple challenges daily. As a result, they better understand industry pain points, the latest innovations, and technology tools for an optimal RevOps solution.



Scale Up or Down

Organizations can scale their RevOps efforts up or down with HubSpot RevOps consulting partners based on their needs. This is specifically beneficial for startups that often have agile business requirements.



How to Find Good Candidates for HubSpot RevOps Consulting

When hiring for HubSpot RevOps consulting, finding qualified candidates with the right skills and experience is critical. Here's where to look and how to identify top talent:



Networking – Direct Referrals

- **Best Source of Talent:** Direct referrals from trusted employers, mutual contacts, or industry professionals in your network often lead to the best candidates. These people come with a built-in level of trust and proven performance.
- **Ask for Recommendations:** Contact industry peers, former colleagues, and mentors familiar with the RevOps space and ask for recommendations.



Slack Groups – Pavilion and Sprocketeer

- **Pavilion:** A private community for B2B leaders, [Pavilion](#) is an excellent resource for finding senior-level RevOps professionals. The community includes experts who share best practices and can be excellent candidates or sources of referrals.
- **Sprocketeer:** This is a community specifically for operations professionals. [Sprocketeer](#) is a great platform to connect with RevOps professionals who are passionate about the space and can bring valuable expertise to your business.



Job Sites (LinkedIn, Monster, etc.)

- **LinkedIn:** [LinkedIn](#) is among the best places to find RevOps talent. You can use LinkedIn's job search feature to filter candidates by their experience, skills, and industry.
- **Job Boards:** Platforms like [Monster](#), [Indeed](#), and [Glassdoor](#) are also effective for posting job openings and sourcing candidates. Ensure you optimize job descriptions to attract skilled RevOps professionals.



Upwork – A Platform to Find Freelancers

- **Great for Freelancers:** [Upwork](#) can be an excellent platform to find freelance RevOps experts or consultants. If you're looking for short-term help or a project-based consultant, Upwork gives you access to a vast pool of freelancers with varying experience levels.
- **Evaluate Expertise:** While Upwork can be a great resource for budget-friendly talent, it's essential to carefully evaluate a freelancer's portfolio, reviews, and experience with RevOps tools like HubSpot to ensure they meet your needs.



How to Hire for RevOps: Top Interview Questions to Ask



Investing in RevOps is crucial to survive today's competitive landscape. However, what's even more critical is hiring suitable in-house teams and HubSpot RevOps consulting partners. Since RevOps is still an emerging field, employers are often confused about which questions to target in an interview. Below is a checklist of the critical questions to ask in interviews to assess RevOps talent.

Interview Questions to Ask When Hiring In-House for RevOps

Area of Specialization	Interview Questions	Answer quality	Notes
Project Management	What strategies will you employ to lead cross-functional projects and drive revenue growth?		
	How do you ensure that project goals are communicated and met?		
	How will you customize HubSpot to fit our unique needs?		
	Can you explain how you'll optimize HubSpot to support business growth?		
Integrations and Best Practices	How do you evaluate and choose third-party tools for integration?		
	Can you demonstrate a recent integration that improved RevOps processes?		
	How will you ensure HubSpot scales with the business?		
	Can you describe the tools you will use to ensure the HubSpot system is adaptable for growth?		
Testing & Quality Assurance (QA)	How do you compare different RevOps strategies and determine the best approach?		
	How do you handle post-launch issues and ongoing QA?		
Documentation	What are some tools, styles, and documentation best practices for RevOps?		
	How do you keep documentation organized and up-to-date?		



Area of Specialization	Interview Questions	Answer quality	Notes
Training and Enablement	How do you plan and conduct training for new and existing team members?		
	How do you ensure the adoption and consistent use of HubSpot across teams?		
Data Analysis and Insights	How do you analyze HubSpot data to guide strategic decisions?		
	Can you demonstrate how data analysis improved a RevOps process or outcome?		

Interview Questions to Ask When Hiring An External HubSpot RevOps Consulting Partner

Area of Specialization	Interview Questions	Answer quality	Notes
Project Management	How do you manage multiple projects and ensure timely execution?		
	How do you update clients on the progress of your work?		
	Can you provide examples of past projects where you customized HubSpot for businesses like ours?		
	How do you ensure that HubSpot processes align with our business goals?		
Integrations and Best Practices	How do you select third-party tools for integration with HubSpot?		
	Can you share an example of a successful integration?		
	How do you implement industry best practices in HubSpot?		
	How do you design HubSpot workflows and automation to ensure scalability?		



Area of Specialization	Interview Questions	Answer quality	Notes
Testing & QA	How do you handle testing and QA for your HubSpot projects?		
	What steps do you take to ensure there are no errors post-launch?		
Documentation	What steps do you take to document processes?		
	Can you share an example of documentation you've provided to other clients?		
Training and Enablement	How do you customize training based on the team's experience?		
	What type of ongoing support do you provide after training?		
Data Analysis and Insights	How do you analyze HubSpot data and provide actionable insights?		
	Can you demonstrate how your data analysis helped clients achieve measurable outcomes?		



Conclusion

Choosing an in-house RevOps team or a HubSpot RevOps consulting agency depends on the organization's size, growth plans, and budget.

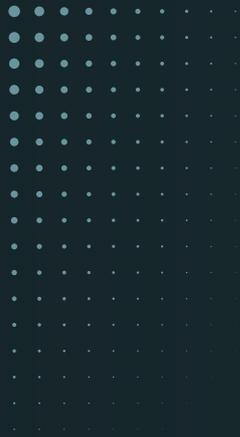
Large organizations and highly specialized industries that need everyday RevOps support can invest in an in-house team. On the other hand, startups and SMBs with unpredictable growth, agile project needs, and limited budgets should opt for HubSpot RevOps consulting.

However, despite your organization's size and scale, opting for external HubSpot RevOps consulting offers extensive benefits. For instance, organizations can benefit from faster ROI and quick solution implementation. External HubSpot RevOps consulting agencies have specialists with years of practical RevOps experience who extend prebuilt and customizable frameworks. They offer innovative thinking and are results-oriented. As a result, organizations can focus on core competencies and leverage the benefits of revenue growth.

Your success in the current business market, whether you are an established firm or a new-age startup, depends on your speed of innovation. External HubSpot RevOps consulting partners, with their continuous innovation and rapid deployment streak, are what you need to stay ahead of the curve and ace the RevOps game.

[LEARN MORE](#)





CONTACT US



Johnny@blumountain.me



blumountain.me

