



Dr Amy Osmond Cook, co-founder; CMO, Fullcast; and co-author, *The RevOps Advantage* tackles five common myths about RevOps, explaining why it is more important than ever to get it right.

The RevOps wake-up call

While Revenue Operations (RevOps) is becoming a fixture in many global

organisations, from tech unicorns to multinational enterprises, many companies are still trying to separate the signal from the noise.

RevOps is the strategic engine that unifies sales, marketing, customer success, and operational functions to align the entire go-to-market (GTM) engine. In short, RevOps makes sure every customer-facing team is rowing in the same direction. And the results speak for themselves. Companies that implemented a unified GTM strategy across sales and marketing achieved 36 per cent higher revenue growth and up to 28 per cent greater profitability, according to Forrester.

In this article, we take on five common myths about RevOps, using real-world examples, to help business leaders understand why getting this right matters now more than ever

MYTH 1: REVOPS IS JUST SALES OPERATIONS WITH A NEW NAME

Even though the term 'RevOps' was coined in 2016, RevOps has been around for thousands of years. At its core, revenue operations is the process of aligning teams, processes, and tools across an organization's revenue-generating departments. As long as there has been revenue, there has been RevOps.

Sales operations is a critical discipline, but it typically focuses on pipeline management, forecasting, and supporting reps with tools and processes. RevOps, on the other hand, operates at a broader, more strategic level, bringing together sales, marketing, and customer success to work toward shared revenue goals.

When these teams operate in silos, the results are damaging. HubSpot reports that B2B companies with poor alignment between these functions lose more than 10 per cent of their revenue annually.

The RevOps model eliminates these problems by introducing a shared language, centralized data, and a unified view of the customer journey.

MYTH 2: REVOPS SLOWS TEAMS DOWN

In reality, RevOps removes friction and accelerates decisions by bringing clarity to chaos.

Change is always met with skepticism, especially when it appears to introduce new layers of process. When implemented well, it enables faster decision-making and clearer execution by replacing disjointed workflows and conflicting priorities with coordinated strategy.

The secret is alignment and access. When sales, marketing, and customer success teams work from the same metrics and systems, they don't have to slow down to reconcile different definitions or

dashboards.

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According to our survey results from the 2025 State of RevOps survey, which collected responses from more

than 100 top RevOps leaders at some of the world's most successful businesses, nearly all business leaders consider RevOps important for revenue outcomes, with 70 per cent rating it very important and 98 per cent rating it at least somewhat important.

Instead of adding bureaucracy, RevOps unlocks speed through structure.

MYTH 3: SOME COMPANIES ARE TOO SMALL FOR REVOPS.

It is tempting to think of RevOps as a function for large enterprises. But in reality, smaller companies stand to benefit



the most from early adoption. Without a foundational RevOps structure, growing companies accumulate 'technical debt' — fragmented tools, disconnected workflows, and inconsistent reporting — that becomes increasingly difficult (and costly) to fix as the company scales.

According to Gartner, 75 per cent of the highest-growth companies will adopt a RevOps model by 2026. This includes the smaller companies hoping to break into the market and make an impact.

Ryan Westwood, co-author of *The RevOps Advantage* and CEO of Fullcast, witnessed this firsthand. Before launching Fullcast, Ryan and his team grew Simplus from startup to \$250 million acquisition by Infosys by staying laser-focused on scalable RevOps practices from the start. Instead of overextending into multiple services, they first built deep expertise in Salesforce Quote-to-Cash, laying the operational

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foundation before expanding into broader digital transformation.

This incremental, disciplined growth approach allowed

Simplus to remain nimble while attracting high-value clients. It also ensured that as the company grew, its systems, processes, and data models scaled with it without breaking under pressure.

In contrast, companies that postpone RevOps until they're already big enough find themselves scrambling to untangle complexity later. The earlier you adopt the principles of RevOps, the smoother your growth trajectory will be.

MYTH 4: REVOPS IS JUST ABOUT DATA AND DASHBOARDS

RevOps does indeed depend on data—good data. But without thoughtful access controls, shared governance, and a strong cultural foundation, even the best dashboards are useless.

Data fragmentation is a massive challenge. According to Gartner, poor data quality costs businesses an average of \$15 million per year. Each department often works in different systems with different numbers, and no one knows which data to trust. No wonder the CRO and CFO don't trust the numbers when there are conflicting versions of reality (like marketing math, sales math, and investor math).

RevOps solves this by creating a single source of truth (SSOT), a centralised, real-time view of all revenue metrics that all teams can rely on. But the reality is that data doesn't always flow cleanly. Additionally, RevOps enforces role-based access, ensuring that the right people have the right data at the right time. This protects sensitive information while empowering teams to make faster, better decisions. So while dashboards are a tool, RevOps is the operating system behind them.

MYTH 5: OUR TEAM WILL NEVER EMBRACE REVOPS. IT'S TOO BIG A CHANGE.

Change is definitely hard, but it is definitely possible when driven by clear leadership and the right incentives. RevOps transformations often fail not because the strategy is flawed, but because organizations underestimate the emotional and cultural resistance to change.

People cling to familiar ways of working. Among the RevOps leaders who participated in our survey, 93 per cent say their job encompasses sales operations, 66 per cent say their job encompasses customer success ops, and 64% say it encompasses marketing ops. These are roles that likely already exist at your organization. Why not put them together under the umbrella of RevOps?

The real power of RevOps lies in its ability to connect the dots between teams, tools, and goals, so companies can grow with clarity instead of chaos. Understanding and embracing this approach is essential for any organisation ready to scale effectively and sustainably. 