

# THE B2B CHIEF REVENUE OFFICER

## SUCCESS BY THE NUMBERS

**12-18 MONTHS**

**AVERAGE TENURE OF THE B2B CRO**

ANALYST ESTIMATES



### NEW CROs FACE TOUGH DEMANDS

**90 DAYS**

**6 MONTHS**

**12 MONTHS**

**↑ 10-20% FORECAST ACCURACY**

**↑ 10-15% PIPELINE SIZE**

**100%+ SALES TARGET ACHIEVEMENT**

**↓ 10-20% SALES CYCLE TIME**

**↑ 5-10% QUOTA ATTAINMENT**

### EFFECTIVE CROs OPT FOR REVOPS

#### Old School



HIRE PEOPLE | SPEND MORE  
TRY HARD AND HOPE

This CRO has a  
30-40% success rate

ANALYST ESTIMATES

#### Revenue Operations



PROCESS | ANALYTICS  
ALIGNMENT

This CRO has a  
60-70% success rate

ANALYST ESTIMATES

### AND THEY IMPLEMENT IT QUICKLY

#### Build RevOps



**6-18 MONTHS**  
IMPLEMENTATION



**9-24 MONTHS**  
TIME TO VALUE

Maybe it works

ANALYST ESTIMATES

#### Buy ayeQ RevOps



**5-15 DAYS**  
IMPLEMENTATION



**6-9 MONTHS**  
TIME TO VALUE

It works with ayeQ

**ayeQ is turnkey RevOps.  
Do you have time to wait?**

ayeQ accelerates RevOps with guided best practices, process templates, playbooks, bookings calculators, pipeline models, and standard analytics built to improve outcomes. Now you can deliver accelerated, predictable growth with aligned, more efficient resources.

**Fast.**



[aye-q.com](http://aye-q.com)