

crmsquad

Sales & Revenue Enablement Talent Insights

November 2021





Gartner predicts that 75% of the highest growth companies will deploy a revenue operations (RevOps) model by 2025.

RevOps evolves sales enablement, focusing on revenue generating activities across all customer-facing roles - such as sales, marketing and customer success - rather than simply supporting the individual seller. This shift provides a continuous feedback loop across the buyer journey and empowers businesses with a clear go-to-market (GTM) strategy.

“Progressive organizations are aligning sales, marketing and customer success technology, data and KPIs to provide an end-to-end view of the revenue generating engine.

CEOs and chief sales officers recognize that functional silos handing off clients from one function to the other, and using different technologies, people and processes, are a barrier to revenue growth.”

Doug Bushee
Senior Director Analyst,
Gartner



London is the epicenter of sales enablement & RevOps talent in the UK,

yet numbers are still low proportionally, with 1.8K candidates and 1.3K live vacancies.

Candidates



1.8K

Vacancies



1.3K

Salary



£50-£90K

Salary-wise, you can expect to pay between £50-90K for this talent.

Gender



76% - 24%

Gender breakdown - 76% male and 24% female.

Experience



90% > 10 years'

90% of talent has more than 10 years' experience.

Most popular fields of study for RevOps talent:



1. Business administration
2. Marketing
3. Economics
4. Maths
5. Computer Science

Top UK employers of sales enablement & RevOps talent:



- | | | | |
|----|-----------|-----|------------------|
| 1. | IBM | 6. | Accenture |
| 2. | BT | 7. | HSBC |
| 3. | Google | 8. | Unilever |
| 4. | Microsoft | 9. | Oracle |
| 5. | Vodafone | 10. | American Express |

How to secure RevOps talent in a competitive marketplace:

Use freelance talent on a project-basis to supplement your internal teams

Offer fully-remote and flexible working packages

Differentiate from Fortune 500 companies with your own employee value proposition (EVP)

Hire talent with transferable skills, rather than looking specifically at RevOps and Enablement Managers. Job titles that are most likely to include RevOps, sales enablement, performance marketing and GTM skills include Marketing Director/Head of • Performance Marketing Manager • Sales Director/Head of • Business Intelligence Analyst/Manager/Lead • Commercial Analyst/Manager • Product Manager.

Sources: Horsefly Analytics, Gartner.

