

RevOps Maturity Checklist

50%+ of RevOps initiatives fail due to misaligned teams, bloated systems, and unclear processes. Score yourself using HIVE Strategy's STICKY framework to uncover your maturity level and what to fix.



1. Spot the Need

Do you know where your revenue process is breaking down?

- We have documented processes across sales, marketing, and CS
- Everyone understands and uses lifecycle stages consistently
- Funnel leakage is tracked and acted on
- We clean and structure our data regularly

Score: ___ / 20



2. Trigger the Next Step

Are your handoffs seamless and your workflows automated?

- Handoffs are mapped and automated
- SLAs or "rules of engagement" exist between teams
- Every lead or ticket has a next step
- Nothing sits idle in your pipeline

Score: ___ / 20



3. In-Context Enablement

Does your team have the guidance they need right where they work?

- Resources are embedded into tools (not buried in docs)
- Reps get just-in-time guidance
- "How do I..." questions are decreasing
- New team members onboard quickly

Score: ___ / 20



4. Connect to Resources

Are your systems working with you, or against you?

- CRM, marketing, and CS tools are integrated
- All tools have clear owners and usage guidelines
- Everyone is trained on the tech they use
- We avoid tool sprawl and tech bloat

Score: ___ / 20



5. Keep It Simple

Are you optimizing or over-engineering?

- We review and simplify processes quarterly
- Unused fields, lists, and workflows are archived
- We prioritize high-impact changes, not busywork
- We measure what matters—not what's easiest to track

Score: ___ / 20



6. Your Team Activated

Is your team aligned, accountable, and using data to drive action?

- Sales, marketing, and CS align on shared KPIs
- We forecast based on data we trust
- Dashboards show a full-funnel view
- Leadership buys in to RevOps goals

Score: ___ / 20





Where Do You Land?

Score	Maturity Level	Reality Check
0-40	Tactical Chaos	Silos, reactivity, and inconsistent performance. You're running uphill.
41-70	Emerging Ops	You're making progress, but critical gaps still cost time and revenue.
71-100	Integrated Engine	You're structured and scaling, but enablement and adoption may still lag.
101-120	Strategic RevOps	Cross-functional alignment, embedded training, and clean data fuel your growth.



Want to Make Your RevOps STICKY?

Our STICKY methodology embeds training, eliminates friction, and aligns your teams around clean, simple, scalable processes—right inside HubSpot and beyond.

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