

Rebuilding Revenue Operations from the Ground Up for MarketScale



Tech stack we used



Background

MarketScale approached us at a critical juncture. After three failed RevOps and SalesOps revamps across three consecutive quarters, their confidence was low and sales numbers were slipping fast. Despite having talented closers and a product well-regarded in the market, the team was spinning its wheels—over-dialing, under-converting, and losing clarity on what messaging worked. Reps were spread thin across too many industries, leading to inefficiencies at the top and conversion gaps at the bottom of the funnel.

Approach

1. Full-stack rationalization

Our work started with a full-stack rationalization. Redundancies and data conflicts across enrichment and cold sourcing tools were inflating costs and muddying lead quality. We streamlined their data sourcing from five vendors down to one, prioritizing reliability and integration readiness.

We then tore down and rebuilt their outbound infrastructure:

- Removed legacy dialing and outreach platforms.
- Deployed Salesloft as the central outbound engine.
- Built API-driven connections from Salesloft → ZoomInfo.
- Layered in Zoom Phone and Gong for real-time feedback and coaching.
- Integrated everything into Salesforce, including product usage data, to centralize funnel intelligence.

2. Sales Strategy Redesign

Next, we took a fresh look at how the sales team operated:

- Industry assignments were reshuffled based on historical close rates per rep.
- Additional hires were mapped to under-covered verticals.
- High performers were armed with target account lists and a dedicated playbook for outbound.

We introduced a “Power Hour” incentive—a high-urgency block where reps earned enhanced commissions for meetings booked, fostering team morale and healthy competition.

Results (in One Quarter)

1. Top-of-Funnel Conversion:

14% meetings booked from assigned leads

2. Funnel Velocity:

Salesforce became the mid-funnel orchestrator, syncing seamlessly with Salesloft sequences

3. Close Rate:

Maintained its high baseline, now with higher volume

4. Coaching Culture:

CEO and COO led sales reviews using Gong, creating a closed feedback loop

Conclusion

Our goal as consultants isn't to create dependence—it's to empower. By the end of the quarter, MarketScale was running a modern, data-informed, high-velocity sales machine. The CEO messaged us not to thank us for being embedded—but for making ourselves obsolete.

That's how we know it worked.