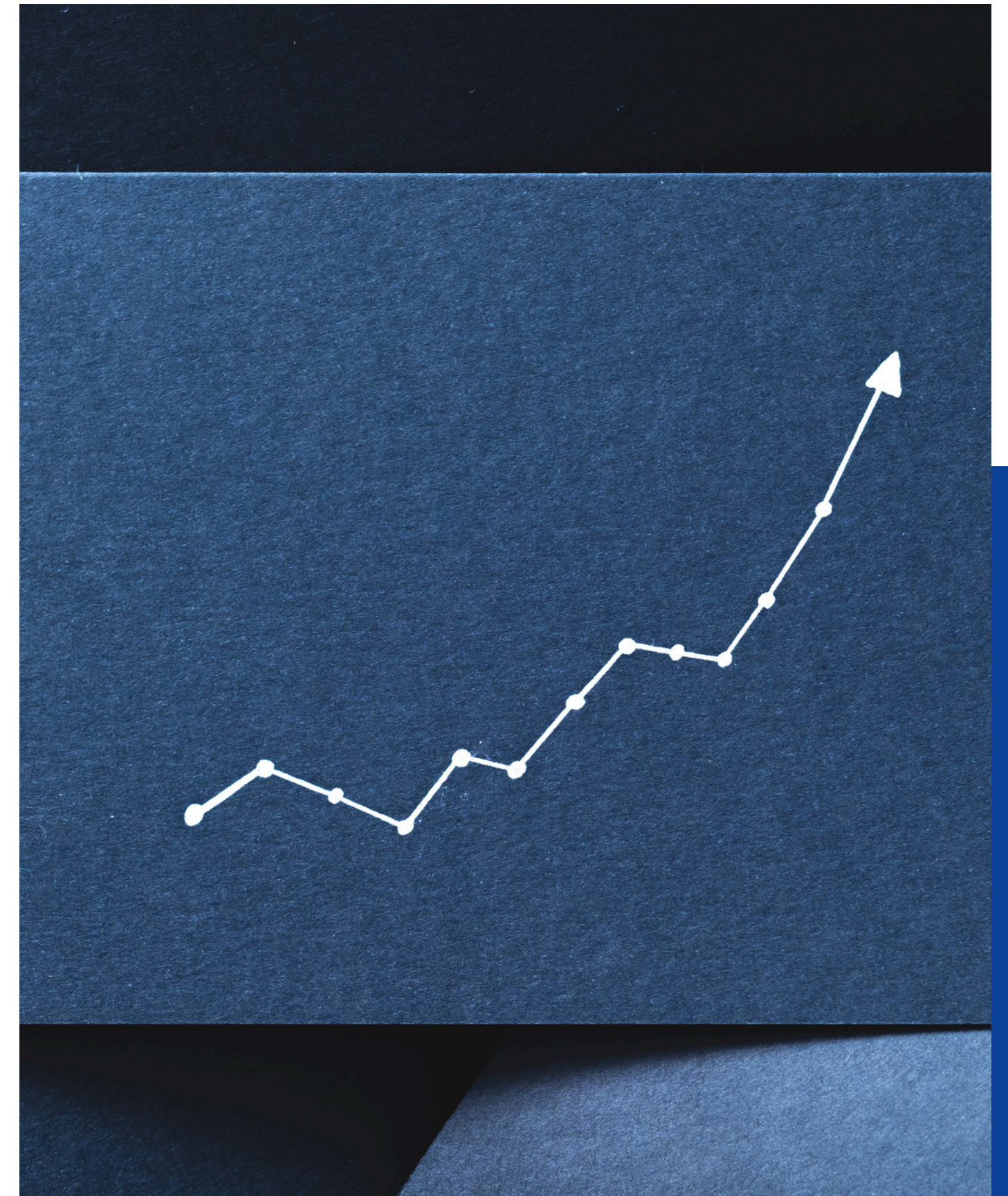


5 COSTLY MISTAKES COMPANIES MAKE WHEN HIRING REVOPS ROLES

Introduction

Revenue Operations, or **RevOps**, has moved from buzzword to business essential. The **right RevOps** team can improve forecasting, streamline processes, and unlock growth. But many companies are still struggling to hire these roles effectively.

This guide shares **five of the most common hiring mistakes** seen in the market and provides practical advice on how to avoid them.





Mistake 1 – Misunderstanding RevOps

The issue: Many companies treat RevOps like an admin function, or confuse it with Sales Ops. They ask for dashboards and data, without aligning the hire to revenue goals.

What to do instead:

- Get clarity on what RevOps means for your business. Is it pipeline health? Process design? Tool ownership?
- Define success in terms of outcomes, not just tools used
- Involve commercial leads in shaping the role brief

Mistake 2 – Writing a Generic Job Description




The issue: Too many job specs look like copy-paste templates. They list Salesforce, Excel, and “data-driven” as must-haves, but fail to explain what the role actually delivers.

What to do instead:

- Include specific challenges the new hire will help solve
- Explain your current tech stack and team structure
- Mention any goals for the next 6 to 12 months

Example: “We are looking for a RevOps Analyst to reduce lead leakage and support our sales forecast accuracy ahead of our Series B raise.”

A photograph of a woman with long dark hair, smiling broadly and looking towards a man. The man is seen in profile, facing the woman, and has a beard and short dark hair. They appear to be in a professional or office environment. The image is partially obscured by a blue overlay on the left side.

Mistake 3 – Hiring Too Junior (or Too Senior)

The issue: Some firms bring in a RevOps Manager expecting strategic thinking, but only offer them basic admin tasks. Others hire junior analysts and expect them to lead process redesign.

What to do instead:

- Match job title to scope, complexity, and seniority required
- Be honest about internal support and leadership involvement
- Ask your recruiter to benchmark the role against current market norms

Mistake 4 – Relying Only on Inbound Applicants

The issue: Strong RevOps professionals are rarely actively job-hunting. The best ones are referred, approached, or engaged through networks.

What to do instead:

- Use a specialist recruiter with access to passive candidates
- Tap into RevOps communities, groups, and LinkedIn talent pools
- Make your job advert performance-focused and compelling



WE
ARE
HIRING

Mistake 5 – No Clarity on Career Path or Growth

The issue: RevOps roles are often newly created. Without a clear vision of where the role leads, candidates hesitate to join.

What to do instead:

- Share your long-term vision for operations
- Describe what success looks like after one year
- If this is your first hire, explain how the role could evolve



How a Specialist Recruiter Helps

I have worked with RevOps candidates from **Admin** to **Director level**.

As a specialist recruiter, I can:

- Help clients define what they need
- Source from pre-vetted, passive talent pools
- Benchmark roles and salaries based on real-time market insight
- Support clients from job spec to onboarding

Working with a recruiter who understands the RevOps market shortens time to hire and improves quality of hire.



Recap – What to Do Differently



Avoid these 5 mistakes by:

- Understanding what RevOps means for your business
- Writing outcome-focused job specs
- Matching role seniority to expectations
- Using active sourcing, not just job boards
- Sharing career progression plans from day one

And remember: Good RevOps hires do more than report data. They make your revenue engine smoother, faster, and more predictable.



Final Thoughts

RevOps hiring is still evolving. There is **no one-size-fits-all answer**. But clarity, context, and commercial thinking will always attract better candidates.

If you are hiring in RevOps and want to avoid costly mistakes, **speak to someone who has seen both the pitfalls and the wins**.

Let's get in touch...



GET IN TOUCH

Let's talk talent! Book a chat with me:

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