

FlowOps360™ Revenue Operating System

This document serves as your **FlowOps360™ Revenue Operating System**, a disciplined architecture designed to move your organization from the "Growth Trap" into a predictable **Revenue Flow State**.



Executive Introduction

The Challenge: The Growth Trap

Scaling often leads to chaos when headcount and tools are added to a foundation of manual processes and disconnected data. Growth stalls because your system is scaling complexity rather than clarity.

The Root Cause: The Invisible Revenue Leak

Deals advance through your pipeline based on **Seller Activity** (what your team does) rather than **Buyer Proof** (what the buyer actually does). This creates a **Clarity Bottleneck** that hides your expertise and forces prospects to stall.

The Solution: Decision Clarity

The FlowOps360™ framework engineers predictability by aligning your internal execution with buyer psychology. By enforcing the **Golden Rule**—Buyer Proof > Seller Activity—you ensure that every deal in your CRM represents a real commitment, not just an assumption.



Phase 1: Define (The Architecture)

Goal: Establish the single source of truth for the journey by setting clear "YES/NO" exit criteria for every stage.

The Exit Criteria Dictionary (Fractional CFO Example)

In our **Fractional CFO** framework, we meticulously outline the precise buyer actions necessary to move opportunities forward, ensuring every stage is driven by verifiable commitment.

Stage Name	Stage Owner	Exit Criteria: Mandatory Buyer Proof (YES/NO)
1. Initial Engagement	SDR / AE	1. Prospect explicitly confirms a critical financial pain point (e.g., lack of cash flow visibility).
		2. Alignment with Ideal Customer Profile (ICP) is verified by the prospect.
		3. Next meeting (Deep Dive Call) is scheduled and accepted by the buyer.
2. Needs Assessment	Account Executive	1. Key financial metrics and business objectives are jointly documented and validated by the buyer.
		2. Primary decision-makers and key stakeholders (e.g., CEO, board members) are identified and engaged.
		3. Mutual understanding of solution scope and potential impact is acknowledged by the buyer.
3. Proposal Development	Account Executive	1. Customized engagement model and deliverables are formally presented and feedback received.
		2. Buyer provides specific inputs or data required for final proposal generation.
		3. Timeline for decision and next review session is agreed upon by the buyer.

Phase 1 Checklist: The Reality Audit

- Is every exit criterion a clear, unambiguous YES/NO action performed by the buyer?
- Does the initial stage require a distinct acknowledgment of a core problem from the prospect?
- Is the specific **Stage Owner** explicitly assigned and understood for each progression step?



Phase 2: Optimize (The Operational Engine)

Goal: Map the end-to-end journey to deliver the right message at the right time.

The Buyer's Path (Fractional CFO Example)

We map your internal stages to what the customer is thinking, feeling, and researching.

01

Awareness (Pain)

Buyer thinks, "I don't trust our numbers." They are researching SMB financial errors on LinkedIn.

02

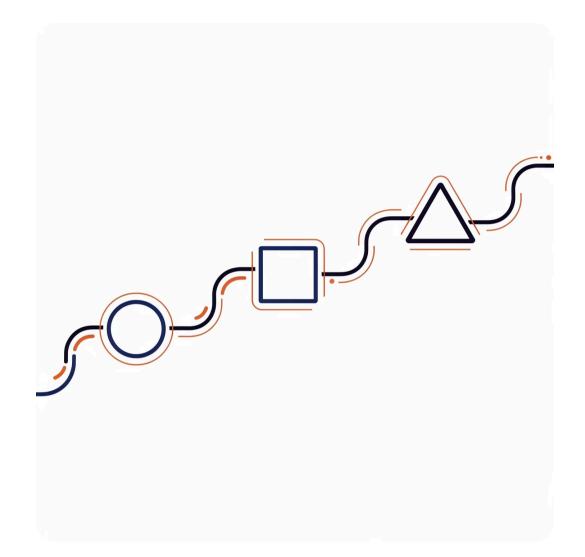
Consideration (Options)

Buyer asks, "Do we need a full-time or fractional CFO?" They download your **Fractional vs. Full-Time Checklist**.

03

Decision (Selection)

Buyer asks, "Which provider offers the best mix of expertise and price?" They are reviewing your **Clarity-Focused Proposal**.



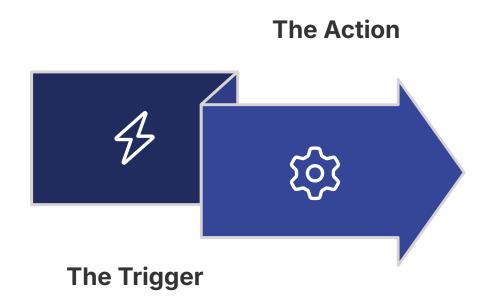
Phase 2 Checklist: Alignment Audit

- Have you identified the **Differentiation Gap** where your competitors cluster?
- Does your sales process respond to where the buyer is, rather than pushing them?
- Are you providing a **90-Day Success Plan** to align expectations before the proposal?



Phase 3: Automate (The Revenue Fuel)

Goal: Translate Phase 1 definitions into CRM workflows that remove human error.



CRM Enforcement (HubSpot / Salesforce)

Your **FlowOps360™ strategy** is embedded directly into your CRM to ensure every sales rep follows the system automatically.

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Mandatory Fields

Prevent "fake forecasts" by requiring specific data points for stage advancement.

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Automated Workflows

CRM automatically guides sales reps through the correct sequence of steps.



Seamless Transitions

Automatically trigger handoffs between teams (e.g., Sales to Delivery) upon key milestones like a signed MSA.

Phase 3 Checklist: System Enforcement Audit

- Does your CRM reflect these exact Buyer Proof stages?
- Are "fake forecasts" stopped by mandatory field requirements for stage advancement?
- Is the transition between owners (e.g., Sales to Delivery) triggered by a signed MSA?



Phase 4: Analyze (The Scorecard)

Goal: Establish a unified data model to measure flow speed and funnel health.

1

Pipeline Conversion

Measuring how many leads admit pain versus those that stall.

2

Sales Cycle Duration

Identifying the time required to achieve **Decision Clarity**.

3

Forecast Accuracy

Percentage of deals with a validated **90- Day Success Plan** that close.

The KPI Scorecard

We link strategic metrics to lifecycle stages to invest with certainty.

Phase 4 Checklist: Predictability Audit

- Is the 90-Day Success Plan validated by the buyer for every forecast deal?
- Have you scheduled a recurring **RevOps Review** to analyze funnel health?
- Are you making strategic decisions based on observable data rather than defaults?



Revenue Flow State



Define

Establish clear YES/NO exit criteria for every stage



Optimize

Map the end-to-end buyer journey with precision



Automate

Embed workflows into your CRM to remove human error



Analyze

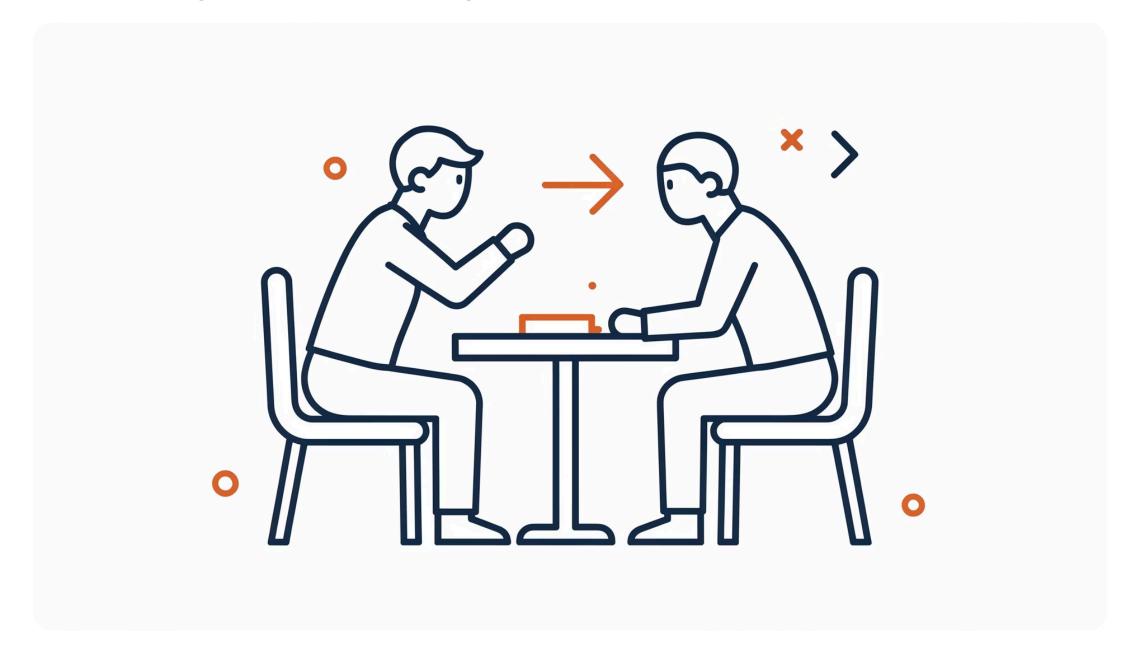
Measure flow speed and funnel health with unified data

By implementing the **FlowOps360™ Revenue Operating System**, you transform from the Growth Trap into a predictable, scalable revenue engine. The Golden Rule—**Buyer**Proof > Seller Activity—ensures every deal represents real commitment, not assumption.



About Tingom Group, LLC

Tingom Group, LLC empowers B2B service businesses to bridge the gap between sales promises and operational execution. Through our **FlowOps360™ Delivery Systems**, we transform unclear processes into predictable, scalable outcomes, ensuring consistent performance and growth.



Next Steps

01

Schedule a Consultation

Connect with our experts to discuss your specific challenges and goals.

02

Request a Revenue Audit

Gain insights into your current revenue operations and identify areas for improvement.

03

Download Our Resource Guide

Access valuable tools and strategies for optimizing your B2B service delivery.

Book a Discovery Call

