



# THE 2026 REVOPS STACK

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A **BRICK-BY-BRICK** GUIDE TO OUTBOUND **BUILT FOR SUCCESS.**



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# 3 IMPORTANT SHIFTS IN REVOPS

- Buyers **self-educate** first, generic outreach gets filtered out fast.
- Buying decisions are **group** decisions. You need coverage across roles and functions.
- **AI** lifts the baseline - but exposes weak data and loose workflows if not used right.

**61%**

of B2B buyers prefer an overall rep-free buying experience.

Gartner Sales Survey, Jun 2025

**73%**

of B2B buyers actively avoid suppliers who send irrelevant outreach.

Gartner Sales Survey, Jun 2025

**13**

people on average are involved in the buying decision. 89% of purchases span two or more departments.

Forrester, Dec 2024

**83%**

of sales teams using AI grew revenue, compared to 66% without AI.

Salesforce, State of Sales, 2024



# IMPLICATIONS FOR 2026 OUTBOUND

- **Design for self serve first, then earn a sales conversation.** Most buyers prefer to do the journey **rep-free**, and they actively avoid **irrelevant outreach**, so outbound has to connect to real buyer intent and real context.
- **Build for buying groups, not a single champion.** The average buying decision involves **13 people**, and **89% of purchases** span two or more departments, so your stack needs account level coverage and multi contact workflows.
- **Treat deliverability as production infrastructure.** Google requires **SPF, DKIM, and DMARC** for good delivery, and bulk sender guidance ties enforcement to **spam rate thresholds**, so deliverability belongs on a weekly scoreboard, not an **occasional fire drill**.



# IMPLICATIONS FOR 2026 OUTBOUND

- **Use AI to tighten the system, not to spray more output.** Salesforce reports teams using AI are more likely to see **revenue growth**, but the practical win is using AI for smarter research, summarization, data cleanup, and **workflow assist** inside guardrails, not generic email copy to blast out.
- **Measurement should answer one question**, what is **creating pipeline**? If reporting is not tied to decisions, it becomes **dashboard theater**. Tie metrics to pipeline creation and conversion, and **inspect deals** on a set cadence.



# THE ULTIMATE B2B STACK FOR 2026

## 1) DELIVERABILITY

- SPF/DKIM/DMARC
- Spam Rate Monitoring

## 2) DATA HEALTH

- CRM Hygiene Check-Ins
- Account / Contact Enrichment Flows

## 3) ORCHESTRATION

- Lead Routing / Sync Across Tools
- Playbooks as Workflows, Not Docs

## 4) ENGAGEMENT

- Automated Email Sequences
- Dialer for Phone Call Efficiency

## 5) INTELLIGENCE (SIGNALS + AI)

- Website Visitors / Intent Tracking
- AI Assist: Research, Drafting, Automation

## 6) MEASUREMENT & FORECASTING

- Clean Dashboards that Serve a Purpose
- Forecasting via Actual Deal Inspection



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**B2B teams don't need  
more **tools**.  
They need a **system** built  
properly.**

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Outblox was built for this exact moment.  
When founders and small teams feel stuck  
between **too many tools** and **too little clarity**.

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Want to get **building**? Let's chat:



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