

Chapter 15: Relationships Are Infrastructure

Table Reference

Every table from this chapter, with what it's for and how to actually use it.

Key Stakeholder Tracker – Filled Example

Stakeholder / Team	What They Need From MarkOps	What MarkOps Needs From Them	Touchpoint Cadence	Relationship Health
Sales Leadership	Fast, honest answers on why pipeline coverage looks the way it does – not a defensive dashboard, a real point of view	Early warning on territory changes and quota shifts that affect routing logic	Bi-weekly 30-min sync	Green – both sides show up prepared
IT / Security	Requests framed in their language – risk, access scope, audit trail – submitted through their actual process, not a hallway ask	Realistic turnaround estimates and a named point of contact for urgent access requests	Monthly, plus ad hoc for anything time-sensitive	Yellow – requests get fulfilled, but always at the last acceptable moment

Description: Two real, filled-in example rows showing the level of specificity that makes this tracker useful – vague entries like “good communication” don’t count.

How to use it: Use as the model for how specific your own entries need to be before filling in the blank tracker below.

Key Stakeholder Tracker – Blank Template

Stakeholder / Team	What They Need From MarkOps	What MarkOps Needs From Them	Touchpoint Cadence	Relationship Health
Sales Leadership				
Sales Ops				
Product Marketing				
IT / Security				
RevOps				
Finance				
Demand Gen				

Description: A blank tracker pre-populated with the common stakeholder groups (Sales Leadership, IT/Security, RevOps, Finance, and others) for mapping your own real relationships.

How to use it: Fill in with your actual stakeholders and review quarterly – a relationship with no defined cadence or health status is the one most likely to quietly deteriorate.
