



GTM Accelerator

A Systemic Way to Help Growth Leaders Diagnose, Prioritize and Accelerate Go-To-Market Execution to Generate More Reliable, Scalable and Profitable Growth

WHAT IS THE GTM ACCELERATOR

The *GTM Accelerator* is an objective, empirical and forward-looking analysis of the ability of an organization to execute its GTM strategy and generate consistent, predictable and scalable revenue growth. It evaluates the people, process, product, technology, alignment, culture, and operating practices that drive growth to identify the most practical and profitable actions that can be taken to unlock and accelerate this growth. It empowers growth leaders and their GTM teams with a fact-based and executable roadmap - a strategic RevOps plan - to drive cross functional change and accelerate revenue growth through better GTM execution. *The GTM Accelerator* is unique and powerful because it assesses a business on the 40 core underlying drivers proven to be causal of GTM performance and revenue growth. These drivers include a company’s ability to align operations and teams along the revenue cycle, share and monetize information, execute across functions, and generate returns on growth investments and assets. The resulting scores from the assessment are used to identify the highest ROI ‘levers’ (and subsequent Revenue Operations projects) that have the greatest potential to improve GTM and revenue performance. *The GTM Accelerator* is designed to enable companies to “bridge the gap” between simply having a GTM strategy and successfully executing that strategy through revenue operations.

THE 40 DRIVERS OF REVENUE AND GO-TO-MARKET PERFORMANCE

<p>GTM ALIGNMENT AND EXECUTION</p> <ul style="list-style-type: none"> GTM Strategy and Architecture Sales, Marketing and CS Alignment Finance, Ops, Product and IT Alignment Commercial Leadership Alignment KPI and Goal Alignment RevOps Alignment, Structure and Impact Process Discipline and Accountability 	<p>COMMERCIAL RELIABILITY AND CONSISTENCY</p> <ul style="list-style-type: none"> Revenue Goal Setting and Achievement Forecast Process and Consistency Sales Rep Capacity and Reliability 	<p>CUSTOMER MANAGEMENT</p> <ul style="list-style-type: none"> Customer Lifecycle Management Effectiveness of Customer Onboarding Customer Engagement Feedback Process Commercialization of Customer Success Process for Managing Retention and Churn Customer Centricity Across GTM Functions
<p>GROWTH CULTURE</p> <ul style="list-style-type: none"> Capability to Innovate and Grow Ability and Willingness to Change Cultural Alignment With Strategy Belief in the Right to Win 	<p>RETURN ON CUSTOMER DATA ASSETS</p> <ul style="list-style-type: none"> Customer Data Capture and Value Realization Customer Data and Analytics Infrastructure 	<p>RETURN ON MARKETING INVESTMENT</p> <ul style="list-style-type: none"> Funnel Management Process Performance Marketing Channel Orchestration Content Management and Monetization Return on Digital Marketing Assets Enablement of Digital Selling Channels Brand Management and Preference
<p>TALENT DEVELOPMENT AND KNOWLEDGE SHARING</p> <ul style="list-style-type: none"> Org Chart Clarity and Alignment GTM Staff Recruiting, Ramp and Retention Process for Employee Engagement Cross Functional Communications 	<p>RETURN ON COMMERCIAL TECHNOLOGY ASSETS</p> <ul style="list-style-type: none"> Commercial Tech Optimization Commercial Tech Utilization Tech Alignment With the Customer Lifecycle 	<p>PRICING OPTIMIZATION</p> <ul style="list-style-type: none"> Pricing Structure and Optimization Pricing Discipline and Governance Pricing Optimization Process
	<p>PRODUCT MANAGEMENT AND INNOVATION</p> <ul style="list-style-type: none"> Product Development Process Product Management Process 	

THE RESULTS YOU GET

Within three to four weeks, your growth leadership and GTM teams will be able to:

1. Identify the root cause issues behind inconsistent revenue growth, revenue leakage, and high selling costs
2. Achieve more unified and effective GTM strategy execution across functions
3. Agree upon, and collectively prioritize the 3-5 smartest revenue operations projects to unlock growth
4. Experience greater buy in, cooperation and conviction to drive the tough cross-functional change needed to succeed
5. Discover growth drivers that can impact GTM performance and accelerate revenues they were not aware of
6. Quickly move to executing and unlocking growth with ‘best-in-class’ revenue operations execution playbooks and support
7. Establish benchmarks and KPI’s to manage growth resources and cross functional initiatives
8. Set realistic expectations about the time, change management, capabilities and investment involved.

HOW THE GTM ACCELERATOR WORKS

The GTM Accelerator is a simple three step process that enables companies to define, develop, and execute a best-in-class revenue operations strategy. Over the course of three to four weeks, a team of experienced operating executives will conduct a comprehensive evaluation of your Go-to-Market model with minimum management time, bandwidth and resources.

1 DIAGNOSE

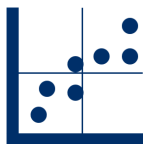


Get immediate clarity on the best 'levers' to improve GTM strategy execution and accelerate growth

Assess your commercial capabilities and practices across the 40 key drivers of GTM execution proven to be causal of future revenues, cash flow and value creation in the context of the key strategic and business objectives

- Your business is assessed on the 40 proven key drivers of GTM performance and revenue growth
- Confidential interviews are conducted with key GTM staff and core operational documents are reviewed
- Initial results identify your high-impact levers with no obligation to proceed
- Confidential, broad based inputs from GTM staff build trust in the process and outcomes

2 PRIORITIZE



Build consensus across your GTM teams on the need for change and path forward

Quantify and discuss all available growth levers and agree upon the top initiatives (a.k.a. revenue operations projects) that will have the greatest impact on your growth objectives – and are executable

- Build consensus across your GTM teams on the need for change and path forward
- Identify the most critical 'growth levers' including foundational enablers, quick wins, and long-term scale accelerators
- Prioritize and agree upon your 3-5 highest impact opportunities to execute as a team to unlock growth
- GTM teams get engaged when they hear core root cause issues will be addressed

3 ACCELERATE



Receive clear action plans your GTM teams can execute immediately to unlock growth

Implement via comprehensive and 'implementation friendly' playbooks with best practices and the right KPI's. These playbooks provide a financially valid basis for allocating resources and measuring progress.

- Receive clear action plans your GTM teams can execute immediately to unlock growth
- Findings presented to leadership and Board to vet and confirm priority levers
- Company-wide presentations of key findings, recommendations and priority actions
- Detailed Implementation Playbooks with best practices for priority projects
- Workshops to review and empower implementation teams

COMPANY INVOLVEMENT AND REQUIREMENTS

- Level of oversight needed: Assign a project sponsor to help manage *The GTM Accelerator* process and implementation, where the time commitment for the project sponsor is only about 1 hour per week over a 3-4 week period.
- Data is required: *The GTM Accelerator* involves two primary data sources. The first is any available documentation of your core GTM operating documents: plans, policies, process maps, KPI dashboards, and performance reports. The second is to collect confidential input from key growth executives, key stakeholders, and select GTM team members.
- Who needs to be involved: Our team can collect input from a broad cross section of stakeholders across all revenue generating functions – including Marketing, Sales, customer success – but also key stakeholders in Product, Finance, IT and Operations critical to enabling and funding growth.
- How stakeholder input is captured: We conduct confidential online surveys that take 15-20 minutes to complete – supplemented by in-depth interviews with select members of the GTM leadership team which take about 45 minutes.
- What topics are covered in the assessment: The review of operating documents and practices plus the interviews are focused on the 40 drivers of GTM performance and revenue growth – and include the governance, enablement, and performance of the core revenue generating processes within your business and the competencies, culture, goals, alignment and design of your revenue teams.