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 revenue growth. This 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. Evaluating a business against all forty of these drivers dramatically improves the ability of any growth team to achieve targeted financial, operating and customer experience related objectives.

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

GTM ALIGNMENT AND EXECUTION

- 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

GROWTH CULTURE

- Capability to Innovate and Grow
- Ability and Willingness to Change
- Cultural Alignment With Strategy
- Belief in the Right to Win

TALENT DEVELOPMENT AND KNOWLEDGE SHARING

- Org Chart Clarity and Alignment
- GTM Staff Recruiting, Ramp and Retention
- Process for Employee Engagement
- Cross Functional Communications

COMMERCIAL RELIABILITY AND CONSISTENCY

- Revenue Goal Setting and Achievement
- Forecast Process and Consistency
- Sales Rep Capacity and Reliability

RETURN ON CUSTOMER DATA ASSETS

- Customer Data Capture and Value Realization
- Customer Data and Analytics Infrastructure

RETURN ON COMMERCIAL TECHNOLOGY ASSETS

- Commercial Tech Optimization
- Commercial Tech Utilization
- Tech Alignment With the Customer Lifecycle

PRODUCT MANAGEMENT AND INNOVATION

- Product Development Process
- Product Management Process

CUSTOMER MANAGEMENT

- 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

RETURN ON MARKETING INVESTMENT

- 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

PRICING OPTIMIZATION

- Pricing Structure and Optimization
- Pricing Discipline and Governance
- Pricing Optimization Process

PROBLEMS GTM ACCELERATOR SOLVES: *The GTM Accelerator* helps companies develop and implement a modern revenue operations strategy to maximize the revenue potential of their businesses. It proactively addresses the 'root cause' issues relating to core underlying processes, capabilities, alignment, process discipline and cross-functional execution. It enables companies to:

- Build a consensus on the business case and remit for 'Revenue Operations'
- Establish a financial basis for prioritizing dozens of possible growth initiatives to focus on the 3-5 that matter most
- Identify the root cause issues behind inconsistent revenue growth, revenue leakage, and high selling costs
- Unify stakeholders around a common plan, financial model, and 'vocabulary' for Revenue Operations
- Empower CROs and RevOps leaders to get the cooperation, budgets and behavior change needed to succeed
- Utilize the right benchmarks and KPI's to manage growth resources and cross functional initiatives
- Discover additional high value but less visible levers that drive revenue growth
- Set realistic expectations about the time, change management, capabilities and investment to be successful in strategic revenue operations

Revenue Operations Associates

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	2 PRIORITIZE	3 ACCELERATE

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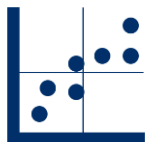
Build consensus across your GTM teams on the need for change and path forward

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 & REQUIREMENTS: Your company needs to assign a project sponsor to help manage *The GTM Accelerator* process, where **the time commitment for the project sponsor is only about 1 hour per week** over a 3-4 week period. *The GTM Accelerator* involves two sources of data inputs:

Source One: Documents and plans provided by the company (if available):

- ☐ Strategic Plan
- ☐ Sales/GTM Plan
- ☐ Sales Methodology
- ☐ KPI Dashboard
- ☐ Onboarding Plan/Process
- ☐ Marketing Plan
- ☐ Marketing & Sales Funnel Metrics
- ☐ Sales Enablement Plan
- ☐ Revenue Forecast Model
- ☐ Pricing Policy/Guidelines
- ☐ Churn/Retention Management
- ☐ Product Mgt/Product Dev Process

Source Two: Confidential input from key executives, stakeholders, and select GTM team members. A broad cross section of stakeholder input is captured in confidential surveys that are completed online in 15-20 minutes. This input is supplemented by in-depth interviews with selected members of the GTM leadership team which take approximately 45 minutes. The assessments and interviews are focused on the 40 drivers and cover:

- ☐ Core Competencies/Right to Win
- ☐ Strategy & Vision
- ☐ Culture & Ability to Change
- ☐ Execution & Process Discipline
- ☐ Customer Centricity
- ☐ GTM Management
- ☐ Product & Product Management
- ☐ CRM & Customer Analytics
- ☐ Data Hygiene & Data Utilization
- ☐ Pricing
- ☐ Technology & Operations
- ☐ Goals & Role Clarity

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