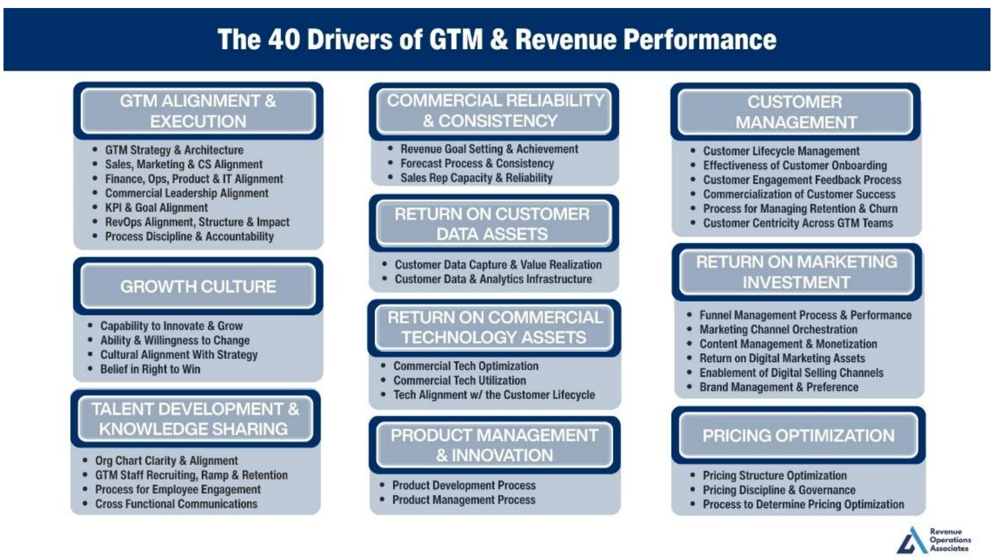
THE GO-TO-MARKET ACCELERATOR

A Comprehensive and Actionable Framework to Help Revenue Leaders and Revenue Operations Professionals Measure, Manage and Improve GTM Strategy Execution Through Revenue Operations

The GTM Accelerator assesses a company on the 40 core underlying functional and operational drivers proven to be ‘causal’ of successful GTM execution and scalable 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 confirm the highest ROI ‘levers’ (and subsequent Revenue Operations projects) that have the greatest potential to improve GTM and revenue performance.

By measuring the forty specific drivers of GTM and revenue operations success, companies can improve their ability to achieve targeted financial, operating and customer experience related objectives. The GTM Accelerator is designed to enable companies to “bridge the gap” between simply having a GTM strategy and successfully executing that strategy. A core underling principle of The GTM Accelerator is that Revenue Operations – when performed as a strategic discipline focused on the right levers – is how companies can better execute their chosen GTM strategy.



PROBLEMS GTM ACCELERATOR SOLVES: The GTM Accelerator helps companies maximize the revenue potential of their businesses by proactively addressing ‘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
- Develop a holistic plan to drive value creation that spans the people, process and technology aspects of growth
- 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
- Provide benchmarks and KPI’s to manage growth resources and cross functional initiatives
- Agree on a financially valid basis for optimally allocating commercial resources, effort, and budgets
- Set realistic expectations about the time, change management, capabilities and investment involved

HOW THE GTM ACCELERATOR WORKS: The GTM Accelerator is a simple four step process that enables companies to define, develop, and execute a best-in-class revenue operations strategy. Over a 2 to 3 week period your commercial platform (a.k.a. your GTM 'motion') is objectively evaluated with minimum management time, bandwidth and resources.

Step One: Confirm the key strategic and business objective(s) of your unique growth model: Your 'North Star' for GTM and revenue operations success.

Step Two: 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 & business objective(s).

Step Three: Quantify and discuss all available growth levers and agree upon the top 3-5 initiatives (a.k.a. your best revenue operations projects) that will have the greatest impact on your North Star objectives – and are feasible to implement.

Step Four: 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.

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 2-3 week period. The GTM Accelerator involves two sources of data inputs:

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

- ☐ Strategic Plan
- ☐ Vision / Mission / Value Statement
- ☐ Sales/GTM Plan
- ☐ Sales Methodology
- ☐ KPI Dashboard
- ☐ Management Goals
- ☐ Marketing Plan
- ☐ Marketing & Sales Funnel Metrics
- ☐ Tech Stack Diagram
- ☐ Budget Summary
- ☐ Revenue Forecast Model
- ☐ Pricing Guidelines
- ☐ Product Platform Access & Demo
- ☐ Product Mgt / Product Dev Process

Source Two: Confidential input from key growth executives, key 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 of GTM strategy execution and revenue growth – and include discussions of:

- ☐ Core Competencies / Right to Win
- ☐ Strategy & Vision
- ☐ Culture & Governance
- ☐ Revenue Growth Potential
- ☐ Sales Management Process
- ☐ Brand & Marketing
- ☐ Customer Centricity
- ☐ Product & Product Management
- ☐ Communications
- ☐ CRM Data / Customer Analytics
- ☐ Data & Data Integrity
- ☐ Pricing
- ☐ Technology & Operations
- ☐ Goals & Role Clarity
- ☐ Compensation

A key benefit of the GTM Accelerator process is that it engages and unifies GTM stakeholders across functions, which is critical for successful implementation.

DELIVERABLES: Your team will receive a GTM Assessment scorecard, an analysis of all available – and prioritized – levers, and implementation playbooks for agreed priority levers. Specific deliverables include:

- Scorecard on the 40 causal drivers with detailed commentary on strengths, challenges & opportunities.
- Briefings with the project sponsor and senior leaders on key findings, available levers and potential actions.
- A formal report with key findings, lever analysis, and prioritized recommendations (for exco and Board use)
- Detailed implementation playbooks for prioritized levers – which are your revenue operations plans.
- Implementation workshop(s) to educate and empower implementation teams (oftentimes cross-functional)