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Attention

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EOS®
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Friction to Focus: AI-Powered GTM Transformation Workshop

From Failure to AI-Native GTM Success

MEET THE TEAM

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The Brutal Truth

24% of companies are hitting their growth targets using traditional GTM approaches - down from 42% in 2022

Traditional GTM playbooks showing 40% less ROI vs 2022

THE BRUTAL TRUTH

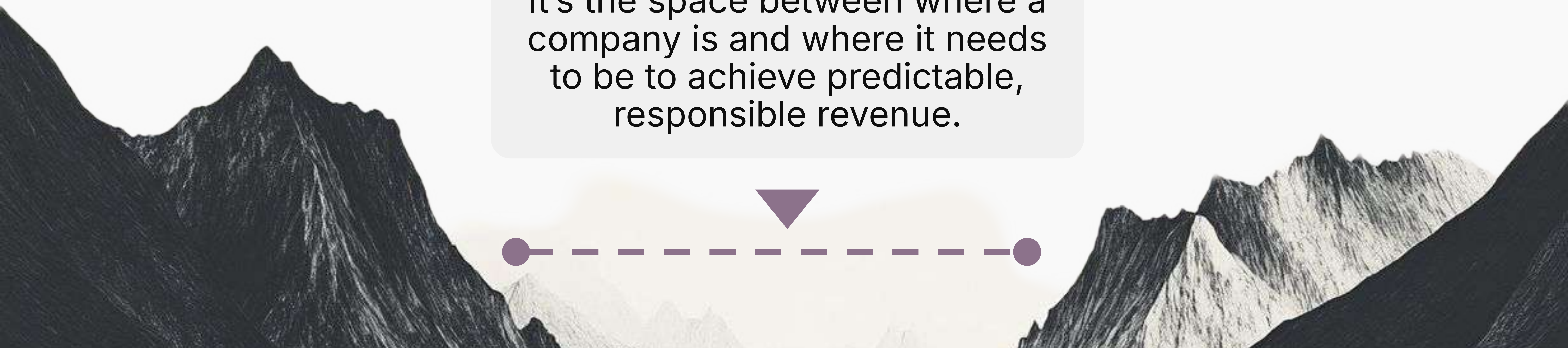
15 Reasons Why GTM is Broken

- You can't predict and forecast revenue for the next two quarters
- Your competitors are winning more market share
- Your team is not aligned on an executive strategy
- You are struggling to go from a product to a platform company
- Your Point of View is not differentiated with your product
- Sales, Marketing, and Customer Success are out of sync
- Your analyst relations don't drive material influence
- You are THE last to enter the deal cycle
- Your customers love you, but can't quantify their ROI at renewal time
- Your churn is killing your business
- Discounting and feature wars are eroding your value prop
- Business is relying on heroic sales players and not plays
- You want to go upmarket, but your current customers are smaller
- You can't prioritize or say no to new initiatives
- Your team is reactive, not proactive

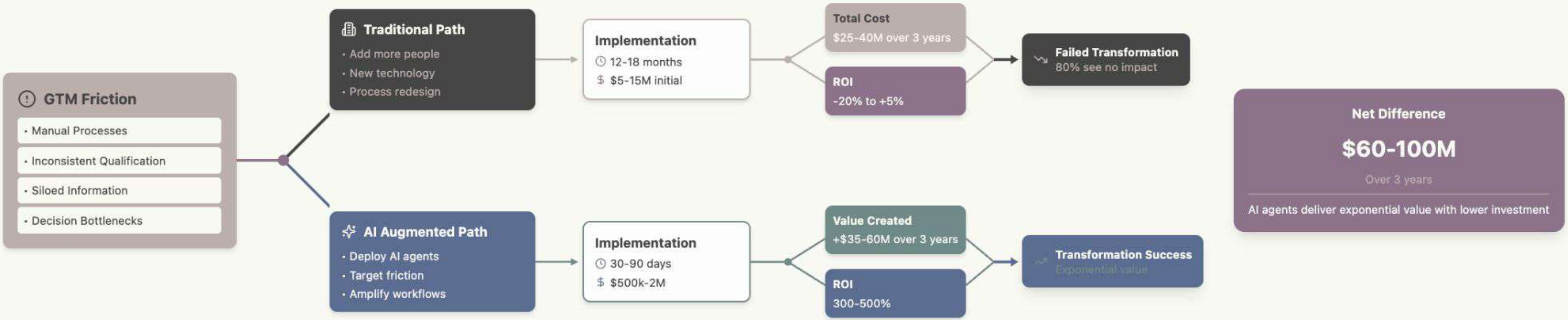
The GTM Gap™

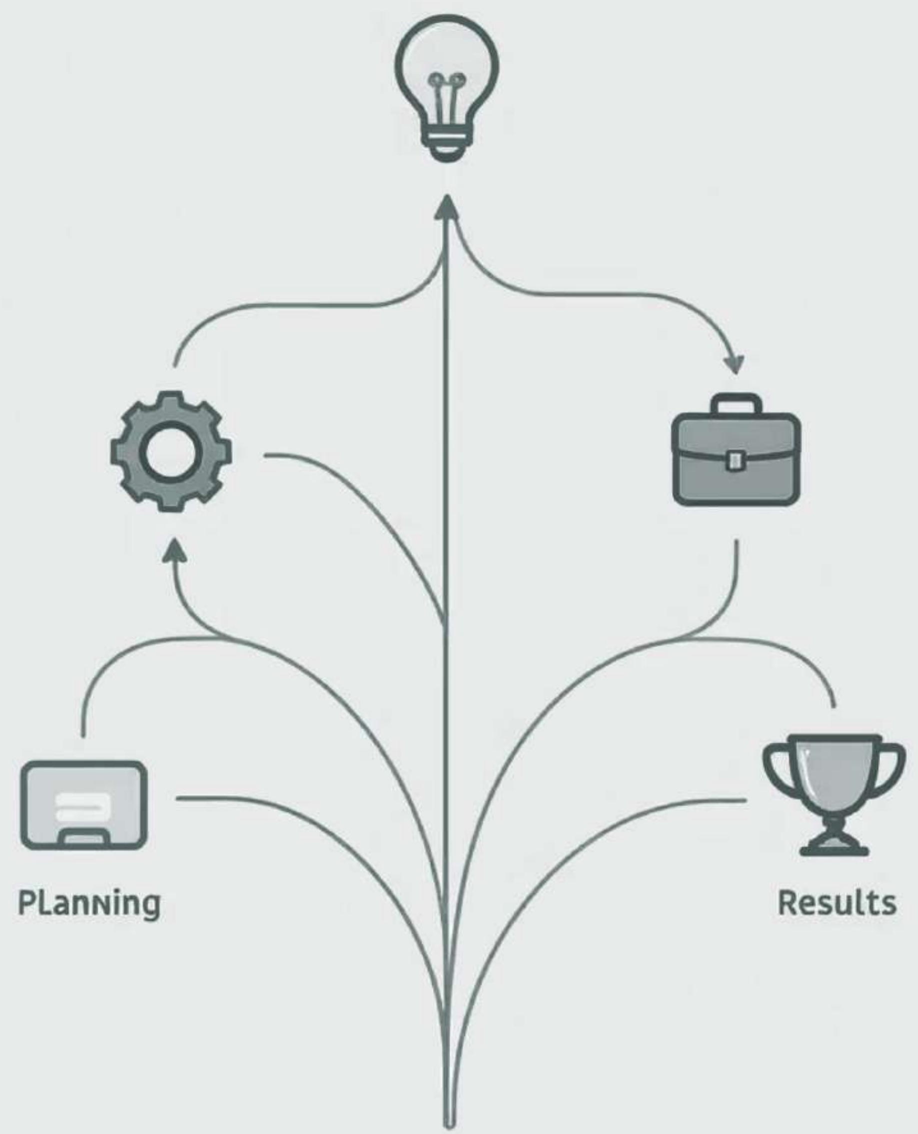
The disconnects and inefficiencies that arise when a company's Go-to-Market strategy, execution, or team alignment fails to meet the needs of its market, customers, or growth objectives.

It's the space between where a company is and where it needs to be to achieve predictable, responsible revenue.



Traditional versus AI Augmented





Workshop Structure

Today's workshop consists of four strategic parts designed to transform your GTM approach from scattered AI experiments to focused, revenue-driving implementation.

Reality Check

Understand why most AI initiatives fail and how to avoid common pitfalls

Methodology

Learn a proven framework that addresses each failure point systematically

Foundations

Build your core GTM elements required for successful AI implementation

Action Plan

Create your personalized 30-day implementation roadmap for immediate results

The State of AI Failure

The Numbers Are Getting Worse, Not Better

42%

Companies Abandoning AI

S&P Global reports a dramatic increase from 17% last year

46%

Projects Scrapped

Nearly half of all proof-of-concepts never make it to production

2X

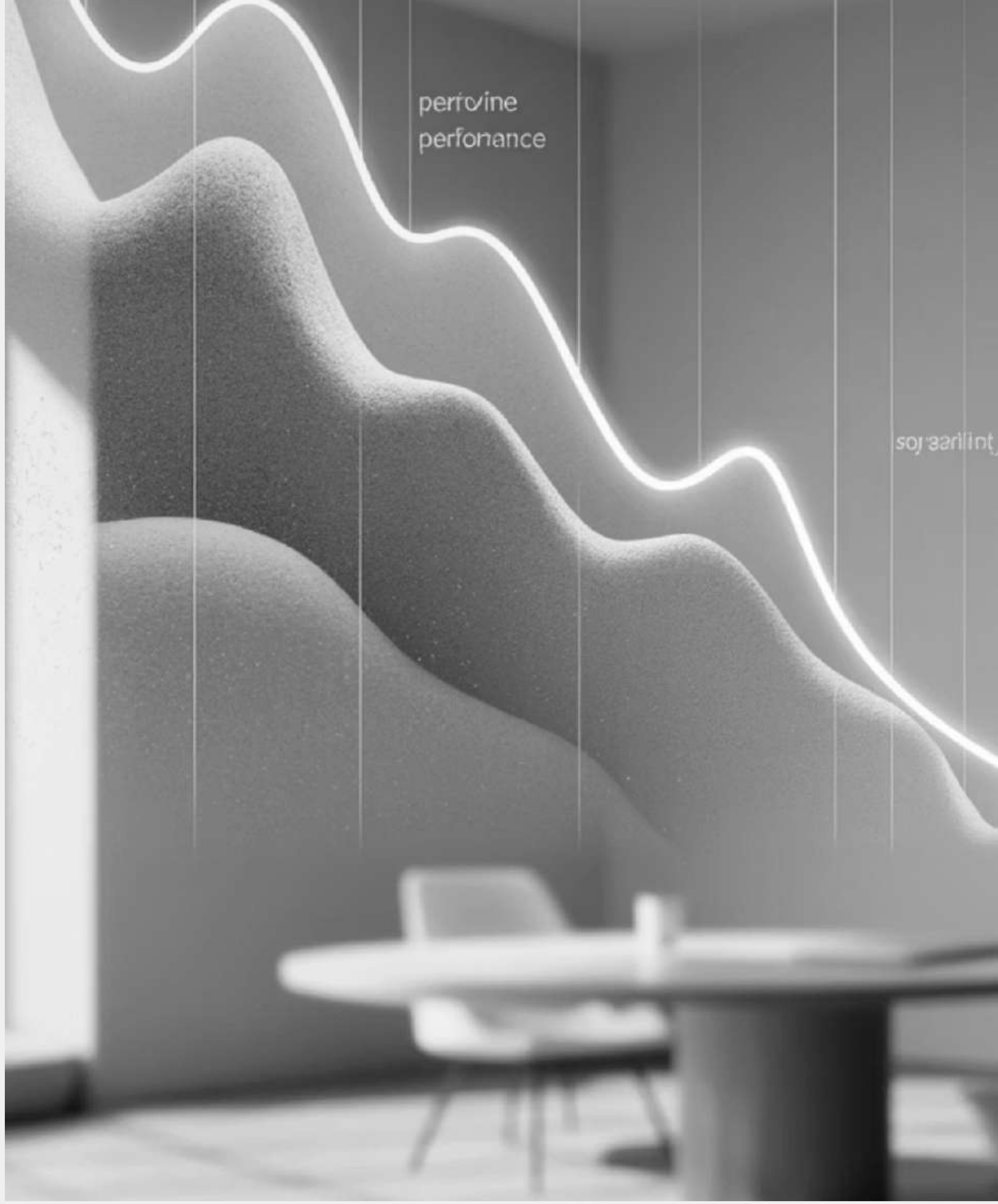
Higher Failure Rate

AI projects fail at twice the rate of regular IT implementations (RAND Corporation)

30%

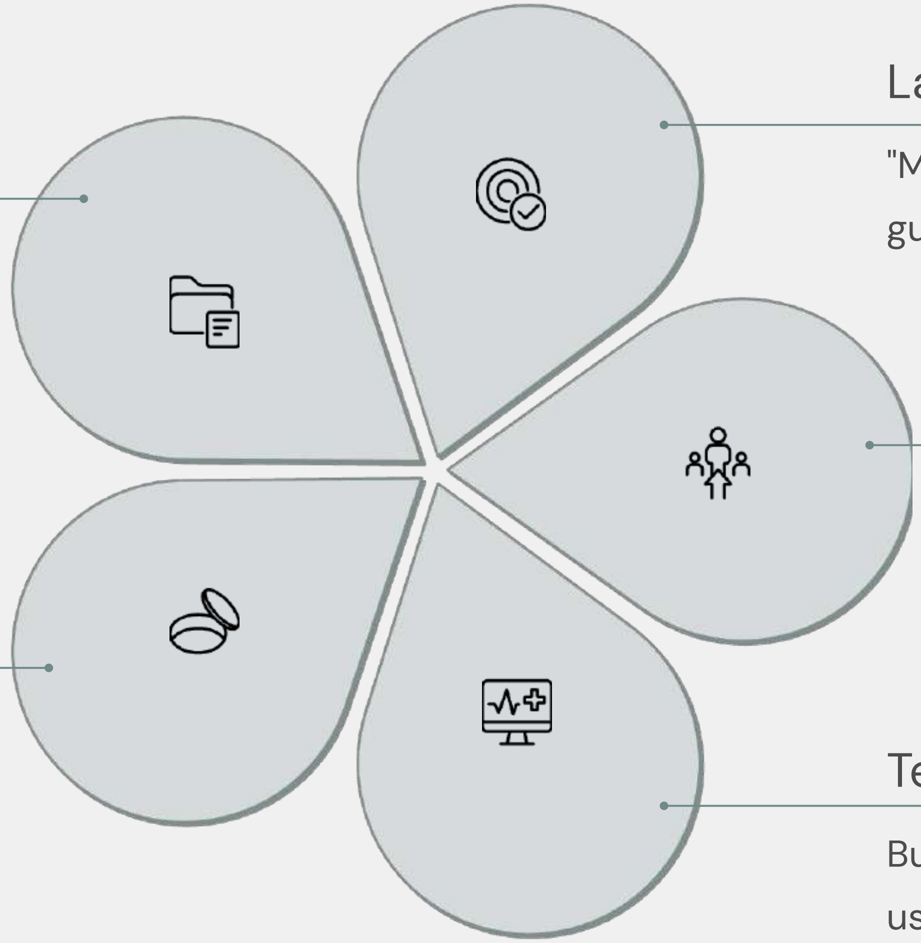
Future Abandonment

Gartner predicts 30% of current AI projects will be abandoned by end of 2025



Why Smart Leaders Are Getting It Wrong

The 5 Root Causes of AI Failure



Poor Data Quality

Your CRM says "warm lead" but what does that actually mean across teams?

Infrastructure Gaps

No systems to measure effectiveness and ROI of AI implementations

Lack of Clear Objectives

"More leads" isn't a business objective that can guide AI implementation

Leadership Misunderstanding

Expecting AI to fix fundamentally broken processes and strategies

Technology-First Thinking

Buying tools before clearly defining problems and use cases

The Productivity Paradox

> "While 78% of companies report using generative AI, 80% see no significant bottom-line impact."
>
> — McKinsey, 2025

Horizontal Use Cases

- Enterprise-wide copilots
- General-purpose chatbots
- Diffuse productivity gains
- Hard to measure impact
- 90% of current implementations

Vertical Use Cases

- Function-specific applications
- Revenue-driving implementations
- Measurable business outcomes
- Clear ROI and accountability
- 90% still stuck in pilot mode

GTM is the perfect vertical use case because it directly impacts revenue, making success both visible and valuable to the organization.

For GTM Teams, It's Even Worse

The problem isn't the technology, it's the approach. Without proper foundations, even the most advanced AI tools will underperform or actively harm your GTM efforts.

ChatGPT for Prospecting

Generic outreach that damages brand perception and credibility

Email Automation

High unsubscribe rates due to poor personalization and relevance

Lead Scoring Systems

False positives waste sales time while real opportunities slip through

Content Generation

Robotic-sounding material that fails to resonate with your audience

Let's Start with Honesty

Show of hands:

"How many of you have tried an AI tool for GTM in the last 6 months?"

"Keep your hand up if it's still part of your regular workflow..."

This is exactly why we're here. Most AI tools get abandoned within months because we're approaching implementation backwards.

Success Is Literally the Opposite of Failure

The Inversion Framework

✕ Poor Data Quality
✓ Data-First Foundation

Standardized definitions and structured information architecture

✕ Unclear Objectives
✓ Metric-Driven Goals

Specific, measurable outcomes tied directly to revenue

✕ Leadership Disconnect
✓ Strategic Alignment

Realistic timelines with proper resource allocation

✕ Technology Obsession
✓ Problem-First Thinking

Starting with business problems, not tool capabilities

✕ Infrastructure Gaps
✓ Systems Readiness

Comprehensive measurement frameworks for optimization

The Foundation of a Successful GTM Strategy

Before implementing AI tools, you must establish strong GTM foundations. These core elements ensure your AI amplifies the right message to the right audience.

Ideal Customer Profile (ICP)

- Detailed definition of who you serve best
- Firmographic and behavioral attributes
- Clear prioritization criteria for targeting

Value Propositions

- Quantified benefits for each persona
- Problem-solution alignment
- Evidence of promised outcomes

Buyer Personas

- Decision-making roles and processes
- Pain points and motivations
- Information preferences and sources

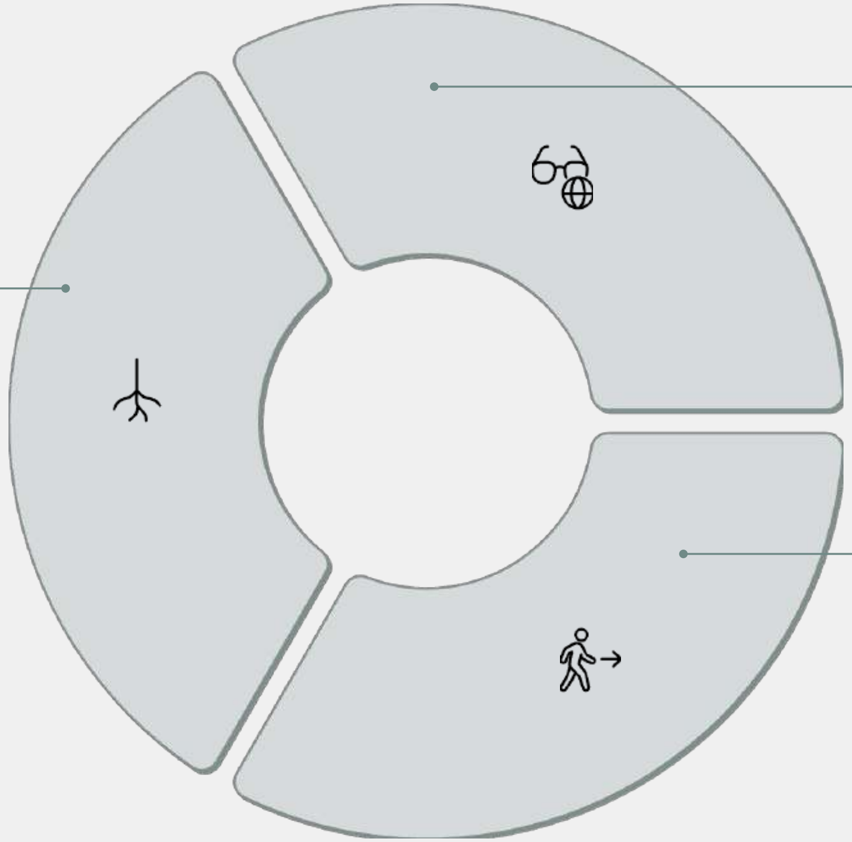
Positioning

- Competitive differentiation
- Category and market context
- Compelling narrative framework

Warning: Without these foundations, AI amplifies the wrong things faster than you can correct course. You'll automate bad strategy at scale.

Say the Right Thing, to the Right Customer, at the Right Time

The Dream State



Right Foundations

- Clear ICP definition
- Detailed buyer personas
- Quantified value propositions
- Distinctive positioning

Right Technology

- AI tools selected for strategy fit
- Configured for your specific needs
- Integrated with existing systems
- Optimized for key workflows

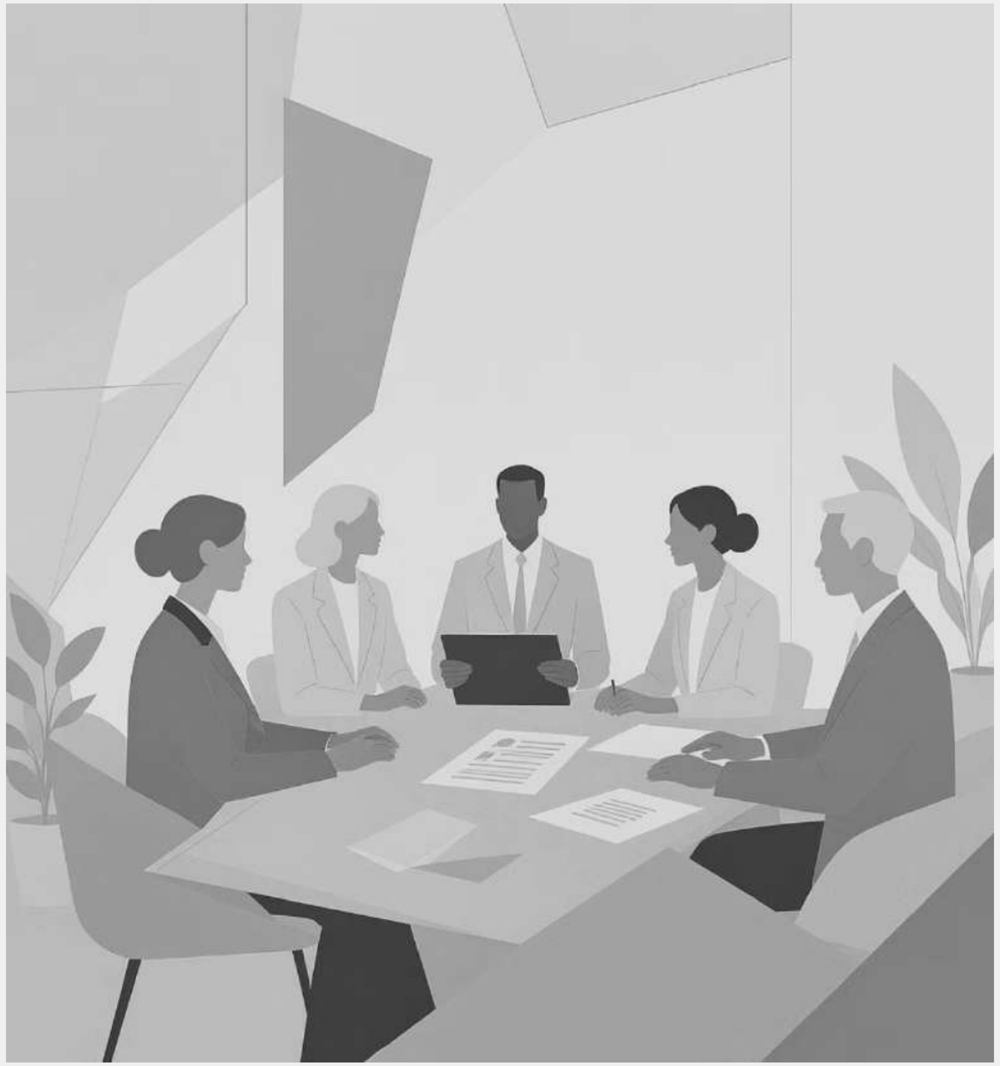
Right Approach

- Systematic implementation
- Proven patterns and methodologies
- Continuous measurement and refinement
- Change management and training

This is what the successful 20% achieve—complete alignment between message, audience, and timing. Today you'll build all three components.

Your Company AI Charter

The Strategic Foundation Before Tools



1. **Strategic Intent**

   What competitive advantage will AI create? Are you optimizing for speed, personalization, or scale?

2. **Governance Framework**

   Who decides what gets built? Who owns AI assets? Who's accountable for results?

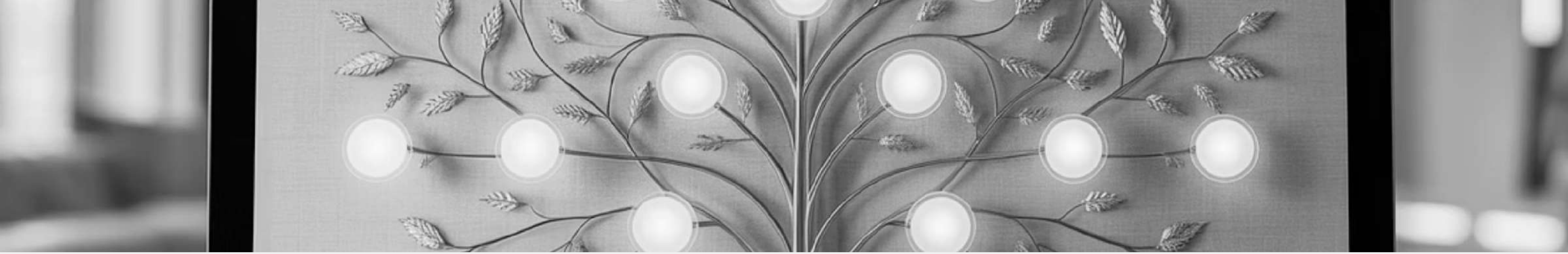
3. **Value Metrics**

   How do you measure success beyond vanity metrics? What outcomes matter most?

4. **Ethical Boundaries**

   What remains fundamentally human? What won't you automate or delegate to AI?

This Charter prevents the scattershot approach that leads to failure. It's your North Star for every AI decision and ensures alignment across the organization.



From Charter to Choices

If Strategic Intent = Speed

Prioritize automation of repetitive tasks and decision workflows

Example: Automated proposal generation reducing time from 3 days to 15 minutes

If Strategic Intent = Personalization

Prioritize intelligence that enables customized customer experiences

Example: AI for 1:1 proposals that increased win rates by 40%

If Strategic Intent = Scale

Prioritize standardization that enables consistent quality at volume

Example: Content generation system that increased production by 10x

Your Charter isn't philosophy—it drives every implementation choice. Every tool selection, every pilot, every investment should trace back to your Charter.

Your AI Readiness Assessment

Data Readiness

- Is your knowledge digitized and accessible?
- Are data definitions standardized across teams?
- Do you have sufficient historical data for training?
- Is data quality consistently maintained?

Process Readiness

- Are your workflows documented and understood?
- Do you have clear success metrics for each process?
- Are current processes stable and consistent?
- Do you understand where human judgment is essential?

Technical Readiness

- Do you have the infrastructure to support AI tools?
- Can systems integrate with each other?
- Are security and compliance requirements defined?
- Do you have technical resources for implementation?

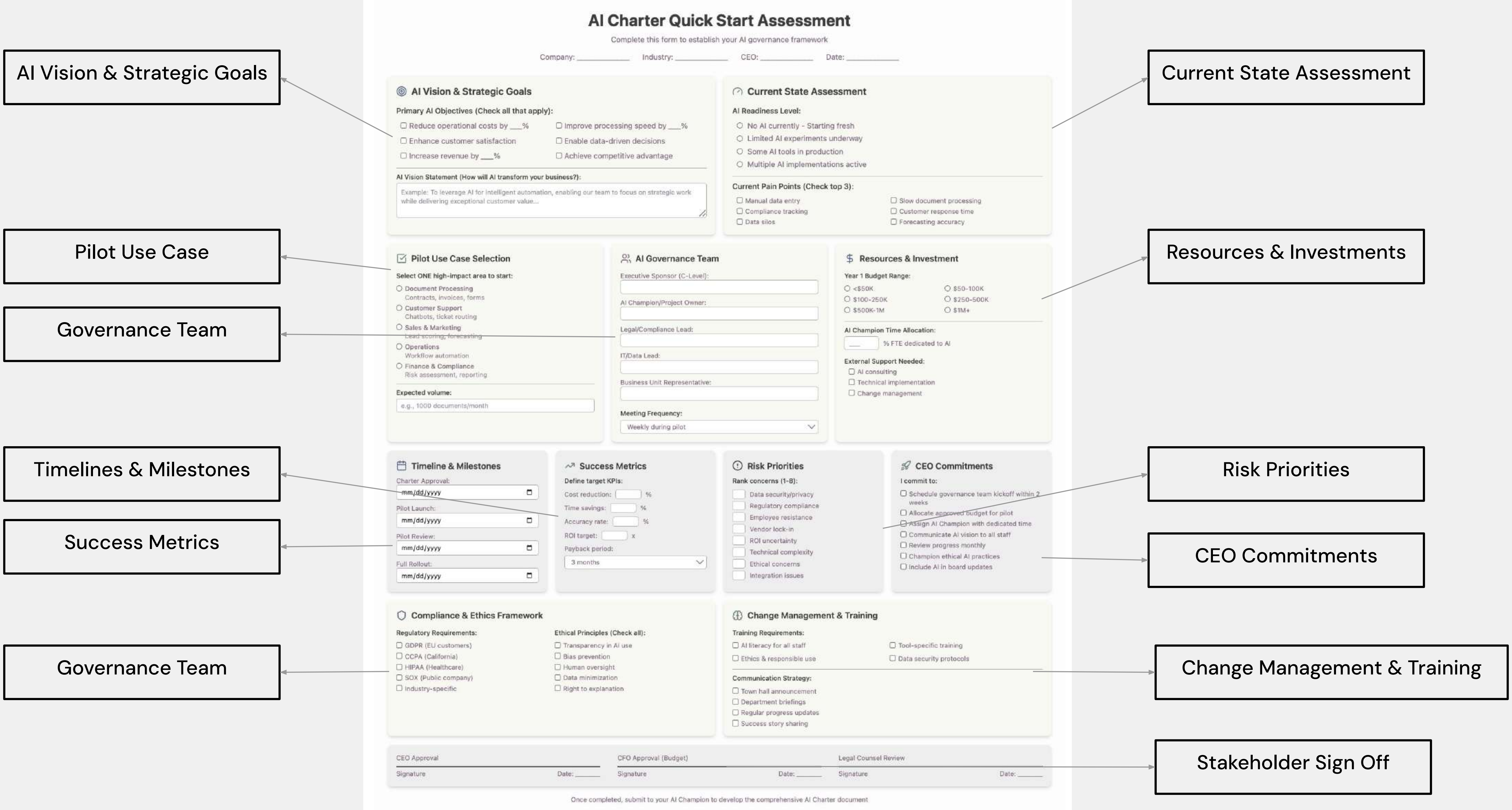
People Readiness

- Are your teams prepared for changing workflows?
- Do you have AI champions within the organization?
- Is there a skills development plan for AI adoption?
- Are fears and resistance being addressed openly?

Leadership Readiness

- Is there executive sponsorship for AI initiatives?
- Are expectations realistic regarding timelines and ROI?
- Is there commitment to resource AI properly?
- Is leadership aligned on strategic priorities for AI?

Score yourself honestly. This tells you whether you're ready to crawl, walk, run, or lead with AI—and where you need to focus development efforts.



AI Charter Quick Start Assessment

Complete this form to establish your AI governance framework

Company: ____________ Industry: ____________ CEO: ____________ Date: ____________

AI Vision & Strategic Goals

Primary AI Objectives (Check all that apply):

- ☐ Reduce operational costs by ___%
- ☐ Improve processing speed by ___%
- ☐ Enhance customer satisfaction
- ☐ Enable data-driven decisions
- ☐ Increase revenue by ___%
- ☐ Achieve competitive advantage

AI Vision Statement (How will AI transform your business?):

Example: To leverage AI for intelligent automation, enabling our team to focus on strategic work while delivering exceptional customer value...

Current State Assessment

AI Readiness Level:

- ○ No AI currently - Starting fresh
- ○ Limited AI experiments underway
- ○ Some AI tools in production
- ○ Multiple AI implementations active

Current Pain Points (Check top 3):

- ☐ Manual data entry
- ☐ Slow document processing
- ☐ Compliance tracking
- ☐ Customer response time
- ☐ Data silos
- ☐ Forecasting accuracy

Pilot Use Case Selection

Select ONE high-impact area to start:

- ○ Document Processing — Contracts, invoices, forms
- ○ Customer Support — Chatbots, ticket routing
- ○ Sales & Marketing — Lead scoring, forecasting
- ○ Operations — Workflow automation
- ○ Finance & Compliance — Risk assessment, reporting

Expected volume: e.g., 1000 documents/month

AI Governance Team

Executive Sponsor (C-Level):

AI Champion/Project Owner:

Legal/Compliance Lead:

IT/Data Lead:

Business Unit Representative:

Meeting Frequency: Weekly during pilot

Resources & Investment

Year 1 Budget Range:

- ○ <$50K
- ○ $50-100K
- ○ $100-250K
- ○ $250-500K
- ○ $500K-1M
- ○ $1M+

AI Champion Time Allocation: ___ % FTE dedicated to AI

External Support Needed:

- ☐ AI consulting
- ☐ Technical implementation
- ☐ Change management

Timeline & Milestones

Charter Approval: mm/dd/yyyy

Pilot Launch: mm/dd/yyyy

Pilot Review: mm/dd/yyyy

Full Rollout: mm/dd/yyyy

Success Metrics

Define target KPIs:

Cost reduction: ___ %

Time savings: ___ %

Accuracy rate: ___ %

ROI target: ___ x

Payback period: 3 months

Risk Priorities

Rank concerns (1-8):

- ☐ Data security/privacy
- ☐ Regulatory compliance
- ☐ Employee resistance
- ☐ Vendor lock-in
- ☐ ROI uncertainty
- ☐ Technical complexity
- ☐ Ethical concerns
- ☐ Integration issues

CEO Commitments

I commit to:

- ☐ Schedule governance team kickoff within 2 weeks
- ☐ Allocate approved budget for pilot
- ☐ Assign AI Champion with dedicated time
- ☐ Communicate AI vision to all staff
- ☐ Review progress monthly
- ☐ Champion ethical AI practices
- ☐ Include AI in board updates

Compliance & Ethics Framework

Regulatory Requirements:

- ☐ GDPR (EU customers)
- ☐ CCPA (California)
- ☐ HIPAA (Healthcare)
- ☐ SOX (Public company)
- ☐ Industry-specific

Ethical Principles (Check all):

- ☐ Transparency in AI use
- ☐ Bias prevention
- ☐ Human oversight
- ☐ Data minimization
- ☐ Right to explanation

Change Management & Training

Training Requirements:

- ☐ AI literacy for all staff
- ☐ Tool-specific training
- ☐ Ethics & responsible use
- ☐ Data security protocols

Communication Strategy:

- ☐ Town hall announcement
- ☐ Department briefings
- ☐ Regular progress updates
- ☐ Success story sharing

CEO Approval		CFO Approval (Budget)		Legal Counsel Review	
Signature	Date: _______	Signature	Date: _______	Signature	Date: _______

Once completed, submit to your AI Champion to develop the comprehensive AI Charter document

Exercise Preview:
From Assessment to Action

Assessment

✓ Identify the GTM Gap™
✓ Productivity Paradox
✓ GTM Foundations
✓ Readiness assessed
✓ AI Charter outlined

Action

- Set the baseline
- Simulate an AI-Native GTM
- Operationalize Outputs
- Activation plan

You now understand why AI fails and how to succeed with a systematic approach to implementation.

Know What is Possible

A hands-on simulation of how AI-native GTM reshapes what is possible.

Daniel Englebretson | Elynox

AI-Native GTM

- Align human insight with AI-driven execution to out-learn and out-adapt competitors.
- Operate within a living system that continuously updates as your business' context shifts.
- Treat AI as a strategic multiplier for judgment, not a substitute for expertise.

Why simulate AI-native GTM today?

- An AI-native GTM motion is a mindset shift, not a technology play.
- Understand how the constraints have changed, and how to leverage this.
- Calibrate your expectations to make shaper strategic decisions.

For Context:

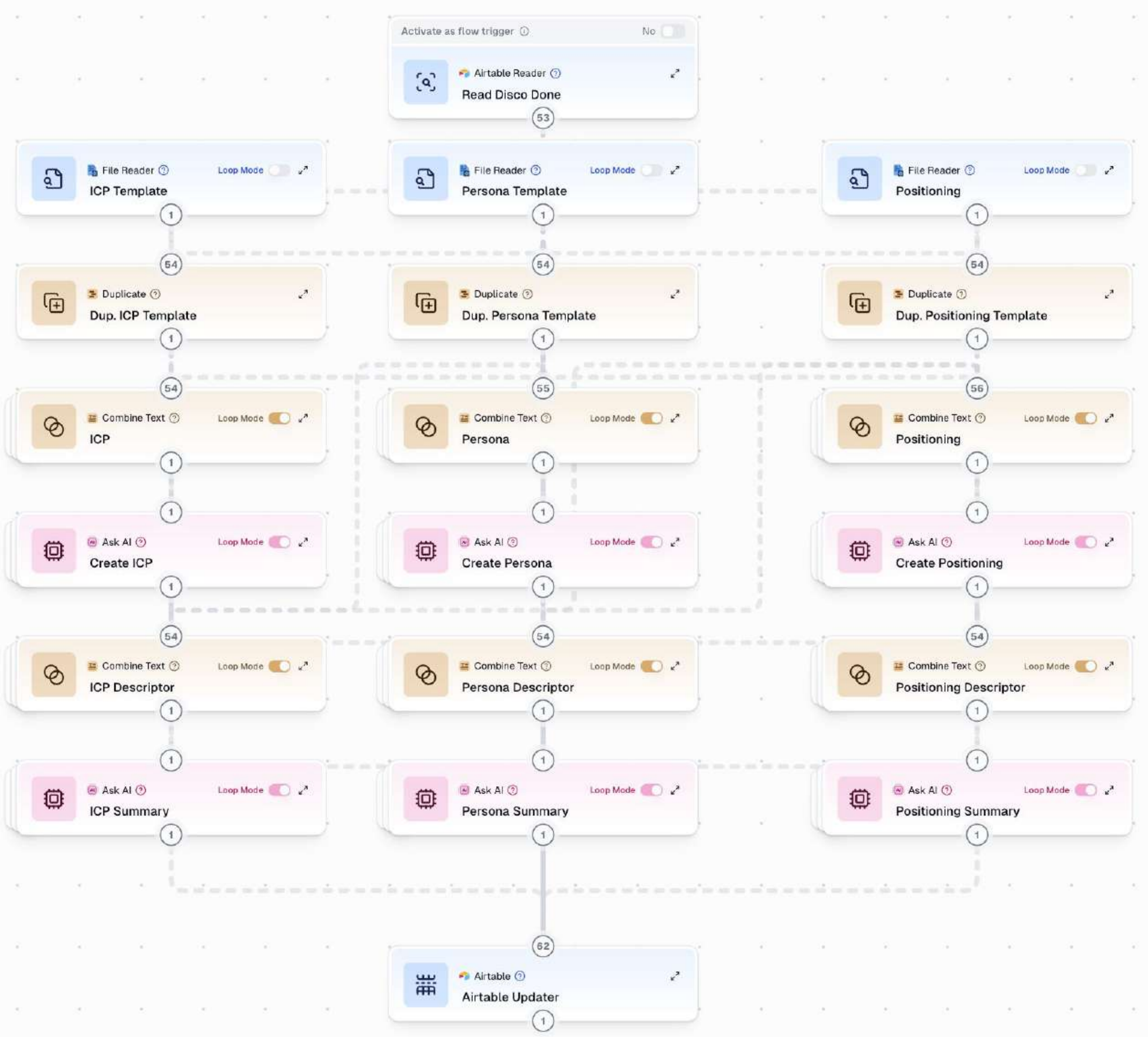
Outcomes personally experienced.

- **Sales Proposals:** From 3 days to 15 min
- **Market Reports:** From 6 weeks to 7 min
- **Pitch Decks:** From 12 hours to 30 min

- **Proposals:** From 0 to 80%, outpacing comp.
- **Compliance Request:** 50% reduction
- **Pricing:** From cost-plus to value based.

- **MSA Review:** From $500/hr to $0
- **Contract Agreement:** From $80 to $0
- **Data Analysis:** From $60k to $20

An IPaaS (Integration Platform as a Service) Flow



Maturity model: ambition, bounded by reality

- Honest maturity diagnosis avoids undershoot and overshoot traps.
- Choose the next rung on the ladder; sequence change the org can actually absorb.
- Operate in short TOTE cycles: Test → Operate → Test → Exit; aim for the next maturity rung.

Result: feasible goals that stack incremental gains.

What is "good" GTM?

Align promise with lived experience

- Ask relentlessly: What do we offer? Who values it? Why?
- Trust leaks = missed revenue (mis-messaging, over-promising, misaligned product).
- Trust compounds when value is reliably delivered to the right person at the right time.
- Trust, maturity, and model interlock via continuous feedback loops.

Clarity is power; context drives precision

What is the difference between an expert and a novice?

- AI quality is bounded by your GTM model's quality. **Garbage in = generic out.**
- With a current map, you can simulate decisions and pick the best next action.
- Incomplete models drag competitive advantage; keep it refreshed.

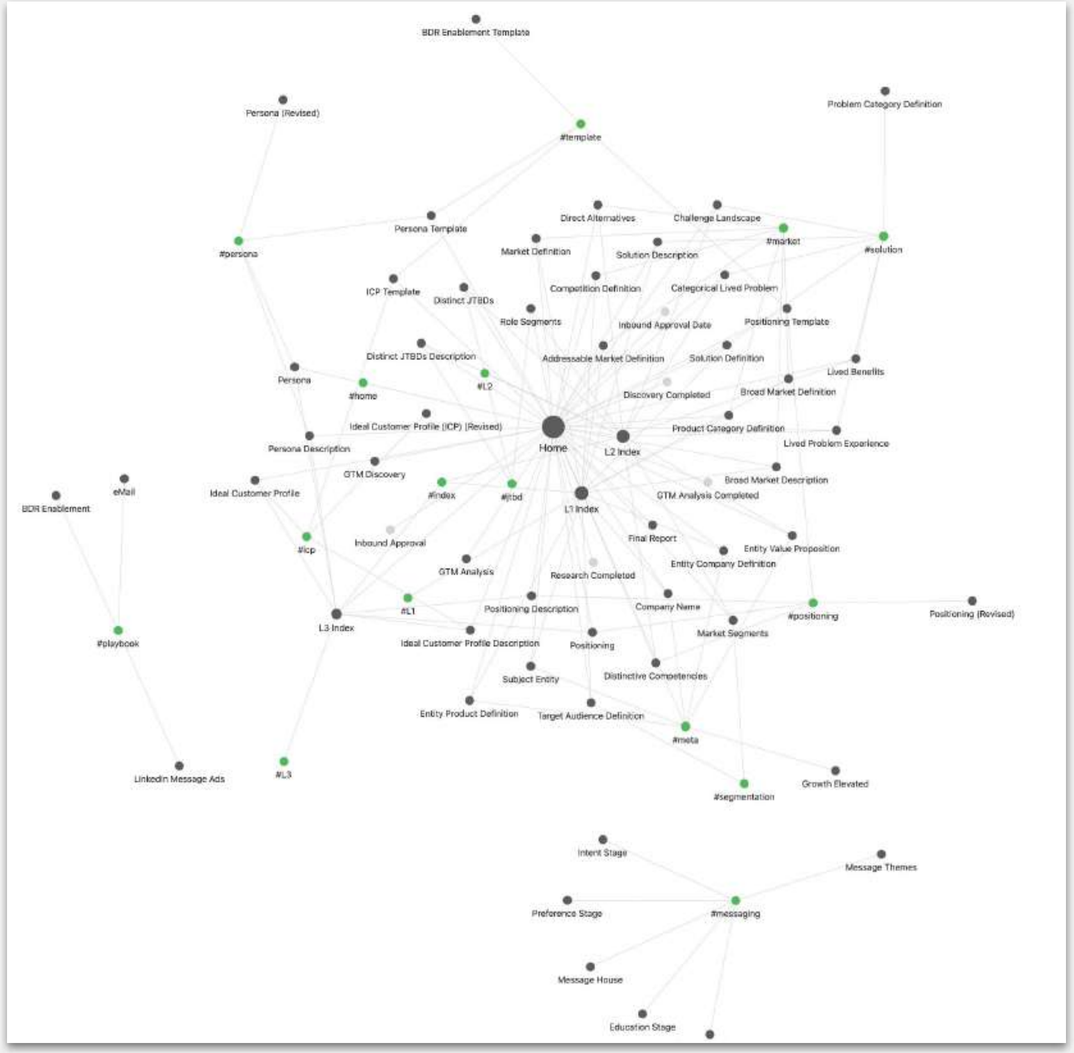
How? With the right ***foundations***, dynamically updated, continuously.

What fed the baseline

- **Input 1:** GTM Maturity Assessment → current stage + capability gaps.
- **Input 2:** AI Charter -> highest-leverage area to improve.
- **Input 3:** GTM Foundations → a preliminary GTM model

Your seeded baseline

- **GTM Model (draft):** what we think we know—plus assumptions to validate.
- **Maturity-aligned Roadmap**: ambitious and attainable next moves.
- **Purpose**: a credible jump-off point that exposes gaps worth closing.



Break Instructions & Attention

Let's take 15 minutes, but this isn't just a coffee break.

Check The Google Drive Folder
Visit the workshop folder to pull your document.

Return Promptly
We'll reconvene at [specific time] for hands-on implementation planning

Use the QR code displayed for backup access.

Attention

Fields

Select All | Clear All | Analyze Call

Next Steps

- Rory to send Mutual Action Plan, SOC2/GDPR docs, and pricing info; [redacted] to handle security/legal review and gather CRM field requirements
- Next check-in scheduled for Tuesday, 2025-09-09 at 11 AM

CRM Used

HubSpot

Economic Buyer

[redacted] Head of Operations — explicitly identified as the buyer who will handle negotiations (economic buyer).

Identify Pain

- Limited technical sales capacity, creating demo and deal progression bottlenecks
- Manual, inefficient process to extract and share insights from sales calls with product/engineering
- Inaccurate closed-lost analysis and competitive intel due to unreliable, manual rep reporting
- Need for better coaching insights and challenges with synthesizing transcript data

Business Outcome

- Enhance product roadmap prioritization by quantifying feature requests against potential revenue impact, reducing missed revenue opportunities.
- Improve competitive intelligence through automated analysis of lost deals, identifying weaknesses and enabling targeted product improvements.
- Strengthen CRM data quality through automated field updates and custom data capture, ensuring reliable pipeline tracking and forecasting accuracy.
- Eliminate manual CRM data entry for sales reps by automatically capturing and syncing call insights to HubSpot fields.
- Enable data-driven coaching strategies by correlating rep skills and behaviors to actual closed won versus closed lost outcomes.

Why Attention

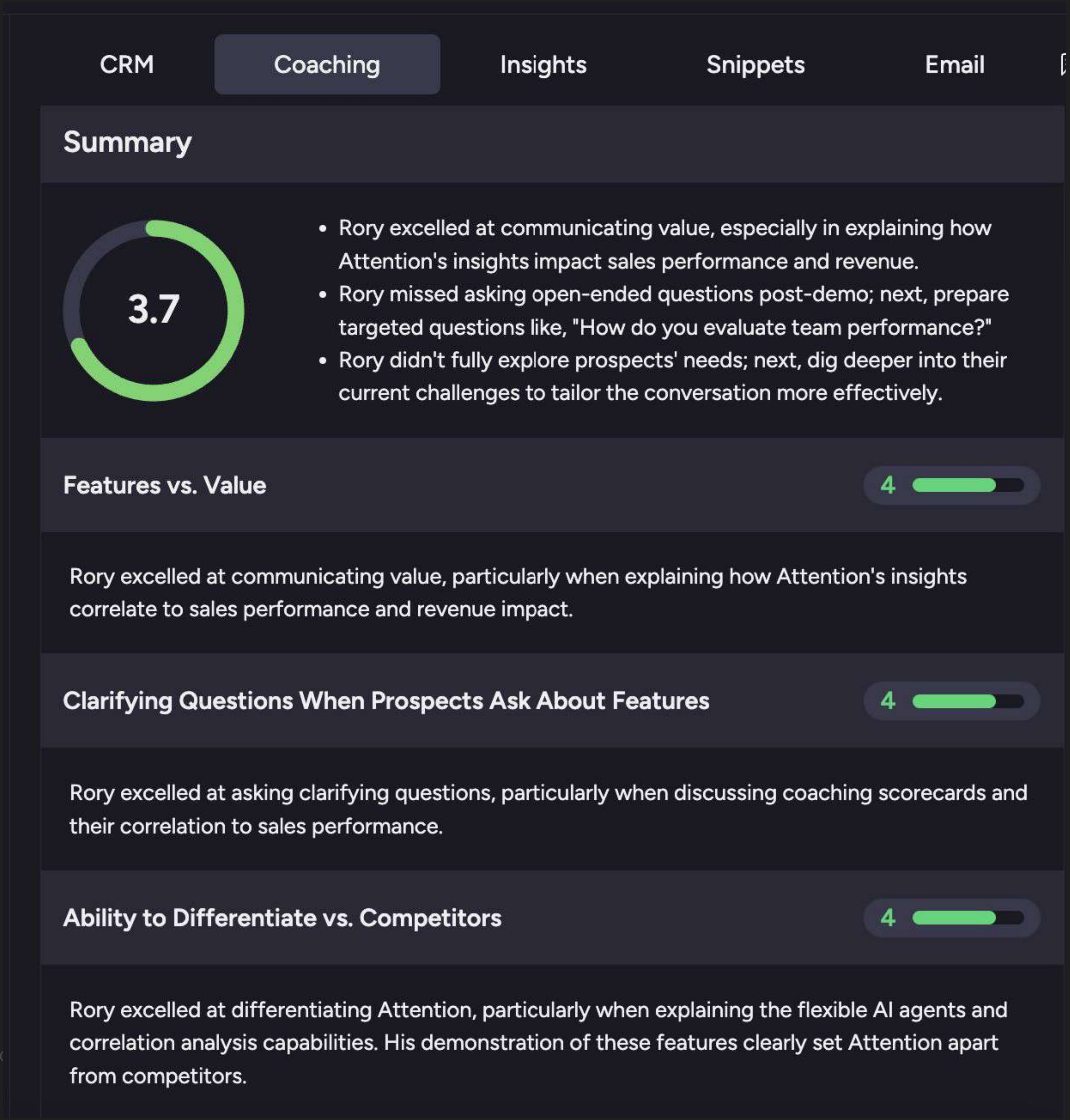
- Not discussed: The prospect, [redacted] from [redacted] did not provide any explicit reasons for selecting Attention over other vendors in any of the conversations or emails.
- Context (not explicit vendor-selection reasons): The prospect team highlighted pain points such as messy data, limited insights from Chorus, and a desire for automated CRM updates, but these were not framed as reasons to choose Attention over alternatives.
- Timing/budget context: The prospect indicated that this is not a current priority due to budget constraints, with potential timing in Q4, so no vendor-comparison rationale was discussed.

Decision Criteria

- Formal decision criteria: Evaluation through proof of concepts to test integration and long-term value.
- Success criteria: Integration with Nooks and delivering scalable call insights/coaching without disrupting workflows.

Additional Information

Next Step	- Follow-up demo meeting scheduled for 2025-08-20 12:30 PM with [redacted] and additional team members
Description	
Metrics	- Become the leading company in AI adoption and secure strategic customers - Pipeline progression (sales cycle quality) - Revenue impact of feature requests for product prioritization
Economic Buyer	[redacted] — explicitly identified as the buyer who will handle negotiations (economic buyer).
Decision Criteria	- Formal decision criteria: Evaluation through proof of concepts to test integration and long-term value. - Success criteria: Integration with Nooks and delivering scalable call insights/coaching without disrupting workflows.
Decision Process	- Evaluation lead and input gathering: [redacted] coordinates the internal evaluation, pulling feedback from sales management (Nick, [redacted], data/analytics [redacted], and, as needed, engineering or the SE team, plus other demo attendees/absentees. - Consolidation and recommendation: [redacted] consolidates cross-functional feedback into a recommendation after internal deliberation and discussion with relevant sales leadership. [redacted] has direct approval authority for sales tech tools, indicating he is the primary decision maker for this type of purchase. - Approval and purchase: [redacted] escalates the recommendation to [redacted], who owns negotiation and final purchasing authorization. The IT team's role is limited to technical setup, with [redacted] noting that the approval process involves him asking them to help with system integrations.
Identify Pain	- Limited technical sales capacity, creating demo and deal progression bottlenecks - Manual, inefficient process to extract and share insights from sales calls with product/engineering - Inaccurate closed-lost analysis and competitive intel due to unreliable, manual rep reporting - Need for better coaching insights and challenges with synthesizing transcript data
Champion	Yes [redacted] verbally committed by offering to pay for the POC himself, showing strong buy-in. [redacted] also committed, stating interest in setting up the POC, with no team concerns and manager approval.
Why Now	• A recent rapid sales team expansion created an immediate need for stronger post-discovery analytics/insights.
Why Attention	- Not discussed: The prospect, [redacted] did not provide any explicit reasons for selecting Attention over other vendors in any of the conversations or emails. - Context (not explicit vendor-selection reasons): The prospect team highlighted pain points such as messy data, limited insights from Chorus, and a desire for automated CRM updates, but these were not framed as reasons to choose Attention over alternatives. - Timing/budget context: The prospect indicated that this is not a current priority due to budget constraints, with potential timing in Q4, so no vendor-comparison rationale was discussed.
Why Anything	• Personally: Misses promotion; performance stalls due to inefficient coaching and manual analysis. • Professionally: Falls behind in AI adoption, straining SE capacity and jeopardizing revenue targets.
Use Cases	Filling The CRM;Scorecards;Generalized Insights;Workflows
Tech Stack	HubSpot, Chorus, Linear, Nooks, Product Board, Slack


CRM
Coaching
Insights
Snippets
Email
Summary
3.7
• Rory excelled at communicating value, especially in explaining how Attention's insights impact sales performance and revenue.
• Rory missed asking open-ended questions post-demo; next, prepare targeted questions like, "How do you evaluate team performance?"
• Rory didn't fully explore prospects' needs; next, dig deeper into their current challenges to tailor the conversation more effectively.
Features vs. Value
4
Rory excelled at communicating value, particularly when explaining how Attention's insights correlate to sales performance and revenue impact.
Clarifying Questions When Prospects Ask About Features
4
Rory excelled at asking clarifying questions, particularly when discussing coaching scorecards and their correlation to sales performance.
Ability to Differentiate vs. Competitors
4
Rory excelled at differentiating Attention, particularly when explaining the flexible AI agents and correlation analysis capabilities. His demonstration of these features clearly set Attention apart from competitors.

@Attention Helper can you run a correlation analysis between scorecard items and closed won / closed lost? More than average scores I want to see which individual criterion is most or least correlated. Focus on calls related to closed won / lost opps, not calls without an opportunity. (edited)

Attention Helper APP May 27th at 12:17 PM

Top Correlated Scorecard Items with Deal Success 📊 🏆

1. **Framing the Conversation Around the Prospect's Priorities**
   Average score 3.6 in Closed-Won vs 2.4 in Closed-Lost
   - This criterion showed the strongest positive correlation with deal success.
   - When reps scored 3 or higher on this item, **78%** of deals closed successfully.

2. **Mapping Value to Core Problems**
   Average score 3.5 in Closed-Won vs 2.1 in Closed-Lost
   - Second-highest correlation with winning deals.
   - Deals where reps scored 4 had an **83%** win rate.

3. **Features vs. Value**
   Average score 3.7 in Closed-Won vs 2.3 in Closed-Lost
   - A strong ability to shift from features to value was a key differentiator.
   - Particularly important in late-stage conversations.

4. **Referencing Previous Conversations**
   Average score 3.3 in Closed-Won vs 2.0 in Closed-Lost
   - Building continuity across multiple conversations showed significant correlation.
   - Deals where this was rated 4 had a **76%** likelihood of closing.

Least Correlated Criteria

1. **Open-ended Questions After Showcasing Features**
   - Minimal correlation; scores were similar across won and lost deals.
   - Not a strong predictor of deal outcome.

2. **Economic Buyer Identification**
   - Weak correlation; while important, it didn't significantly differentiate outcomes.
   - Successful and unsuccessful deals had similar scores.

Sari Elsaka 1 year 🎉 Jul 18th at 8:07 AM

@Attention Helper since Rory is catching up to me fast in new business, help me revive some of my old closed lost opportunities. go through all the opportunities I have closed lost this year, and based on the conversations on Attention, let me know which ones I should be reaching back out to this month. ask Attention on all of them to see which ones told me to reach out in Q3 of 2025.

🤣 2

Attention Helper APP Jul 18th at 8:17 AM

Reflecting... 🧠

✨ **Closed Lost Opportunities Worth Revisiting in Q3 2025**

I've analyzed your closed lost opportunities and identified 10 that are worth reaching out to in Q3 2025 based on specific timing mentions or other promising factors. Here's what I found:

1️⃣ **[redacted] - Ready for Q3/Q4 2025 RFP**
- **Contact:** [redacted]
- **Current situation:** Using SalesLoft (contract up for RFP)
- **Key quote:** "I would say maybe Q3, or like late Q3, early Q4, because they're sending the sales tracking tool up for RFP later at like near the end of this year for a new contract to begin in May."
- **Best timing:** Late October (before holidays)
- **Conversation:** Attention - Check in

2️⃣ **[redacted] - Contract Renewal in January**
- **Contact:** [redacted]
- **Current tool:** Observe AI
- **Key quote:** "I think the contract renews in January so if we wanna like re-look at this nearing maybe October it, it probably we'd be at a much better spot"
- **Best timing:** October 2025
- **Conversation:** Attention Intro

3️⃣ **[redacted] - Unhappy with Current Tool**
- **Contact:** [redacted]
- **Current tool:** Chorus ("old school")
- **Key quote:** "I'm gonna be completely honest. They're old school. I do not like Chorus."
- **Timing:** No specific date mentioned, but very dissatisfied with current tool
- **Conversation:** Attention - Deep Dive

4️⃣ **[redacted] Implementation After Training Bootcamps**
- **Contact:** [redacted]
- **Current tool:** WIN AI
- **Key quote:** "I would imagine like wanting to implement something like this after the bootcamps"
- **Timing:** After May/June bootcamps - Q3 would be perfect timing
- **Conversation:** Attention Intro

5️⃣ **[redacted] - Frustrated with Gong Pricing**
- **Contact:** [redacted]
- **Current tool:** Gong
- **Key quote:** "So right now...we took a call with Gong and yeah, these guys are like, like 5% minimum. They call us like super crazy numbers."
- **Timing:** No specific date, but price sensitivity indicates good opportunity
- **Conversation:** [redacted] / Attention Connect

Rory McDermott Aug 19th at 10:11 AM

@Attention Support Bot Show me the top changes in usage by number of calls by rep across our customer base. Specifically, identify all organizations with over 1000 calls per month recorded over the last 3 months. Then, calculate the number of calls per rep month over month, for June, July, and August. Then, identify the biggest changes month over month over the last 3 months. Finally, outline the top 10 organizations in terms of increase, and in terms of decrease.

Usage Trends by Organization (June-August 2025)

Key Insights

- **Organizations with 1000+ Monthly Calls**: I identified several organizations that maintained over 1000 calls per month during the analyzed period.
- **Month-over-Month Changes**: August saw significant shifts in call volume compared to July, with some organizations showing dramatic increases while others experienced substantial decreases.

Top Organizations by Change (July to August)

Top Increases
1. *[redacted]*
   - Increase: +3,265 calls (+55.1%)
   - August: 9,195 calls
   - July: 5,930 calls
   - Note: While their total monthly calls decreased from June (25,449), they had a significant recovery from July to August.

2. [redacted]
   - Increase: +371 calls (+41.8%)
   - August: 1,259 calls
   - July: 888 calls
   - Notable rep changes: Omer Sharf (630 calls in August) and Dory (318 calls in August, up from 13 in July)

Top Decreases
1. [redacted]
   - Decrease: -55,947 calls (-52.6%)
   - August: 50,339 calls
   - July: 106,286 calls
   - June: 55,091 calls
   - Note: This represents the most dramatic shift in the dataset, with call volume dropping by more than half.

2. [redacted]
   - Decrease: -18,144 calls (-28.1%)
   - August: 46,465 calls
   - July: 64,609 calls
   - Rep pattern: Widespread decreases across most sales reps

Key Findings

1. **Strong Positive Correlation Overall**: Most organizations show a strong positive correlation between call volume and scorecard usage (correlation coefficient > 0.9), indicating that in general, reps who make more calls tend to have more scorecards generated.

2. **Coverage Percentage Varies Dramatically**: The percentage of calls that have scorecards ranges from just 2.09% [redacted] to 99.04% [redacted], revealing significant differences in how organizations utilize the scorecard functionality.

3. **Outliers Requiring Attention**:
   - [redacted]: Despite having 49,204 calls and 209 reps, they only have 1,029 scorecards (2.09% coverage) with a very weak correlation (0.17). This suggests they're barely using the scorecard functionality despite significant call volume.
   - *[redacted] Your highest volume customer (648,005 calls from 607 reps) has only 20.78% scorecard coverage with a moderate correlation (0.55), indicating inconsistent usage across their sales team.

4. **Model Customers**:
   - *[redacted]**: Nearly perfect scorecard coverage (99.04%) with an almost perfect correlation (0.999), suggesting systematic implementation across all reps.
   - *[redacted]**: Very high coverage (84.28%) with extremely strong correlation (0.998), indicating consistent usage across their team.

Strategic Implications

1. **Untapped Potential**: Your top customer by call volume ([redacted]) is significantly underutilizing scorecards, representing a major opportunity for increased adoption.

2. **Success Cases for Reference**: [redacted] and [redacted] demonstrate near-perfect implementation models that could serve as case studies for other customers.

3. **Adoption Gap**: Three of your top five customers by call volume have less than 70% scorecard coverage, suggesting an opportunity to improve adoption with your highest-value accounts.

Exercise: Context through your reality

Scan for what looks wrong; mark what's missing:

1. What was wrong?
2. How do you know it was wrong?
3. What action would you take to fix it?

Password: workshop

Fuel enrichment with high-signal data

For Example:

- **Examples:** buyer JDs, recent PR/news, win/loss, product FAQs/tickets, market reports.
- **Aim:** retire assumptions, increase proof, sharpen targeting and language.

Operationalizing Feedback Loops to Drive Growth

Turn data into dominance

- Show, don’t tell: hands-on AI enrichment against your model.
- **Goal:** visible before/after delta—generic → on-point.

Targeted context reduces uncertainty

- Add only the most relevant inputs; relevance beats volume.
- Watch outputs shift from broad to role-true and situation-true.
- Example: persona nuance upgrades value prop, proof, and channel/angle choices.

What to include (and why it matters)

- JDs → lexicon and pains; PR/industry → positioning in the now.
- Win/loss → objections, criteria; support FAQ → real-world friction.
- Result: the model stops guessing and starts speaking your market’s language.

Evidence-driven reprioritization

- See retired assumptions, new proof, and priority shifts.
- Actions reflect maturity + enriched context, not generic best practices.
- Your plan now tracks reality—and stays change-ready.

https://healthicity.elynox.ai/

Revenue Reimagined

ELYNOX

10-minute walkthrough

- What changed? Why did it change? What will you test next?
- Choose one action to execute this week + the learning you expect.
- The roadmap is a learning instrument, not a calendar filler.

Password: workshop

Orchestrate questions ↣ answers ↣ updates

- Observe market response → derive insight → recommend model updates.
- Ask the right questions of the right data; avoid random acts of analysis.
- Tight loops create compounding advantage; loose loops create drift.

The Human Edge

Codify expertise; scale precision

- Make tacit judgment explicit so everyone benefits, not just the hero rep.
- A better human system is what makes AI amplification safe and effective.

Right message, right person, right time (reliably)

- Capture "if X, then say/do Y" micro-rules from your best operators.
- Translate into personas, talk tracks, objections, and proof.
- Precision comes from shared knowledge, not one-off brilliance.

What AI actually does for GTM

Streamline: remove toil (research, first drafts, tagging, routing).

Enrich: connect signals at scale (patterns from calls, tickets, metrics).

Accelerate: shorter idea→test→learning cycles; faster time-to-insight.

All in service of better human decisions.

Your enriched, exportable source of truth

- Updated segments, ICPs, personas, value props, proof, priorities.
- Designed to power prompts, playbooks, and decision support.
- Becomes the knowledge spine for execution.

Break Instructions & Chili Piper

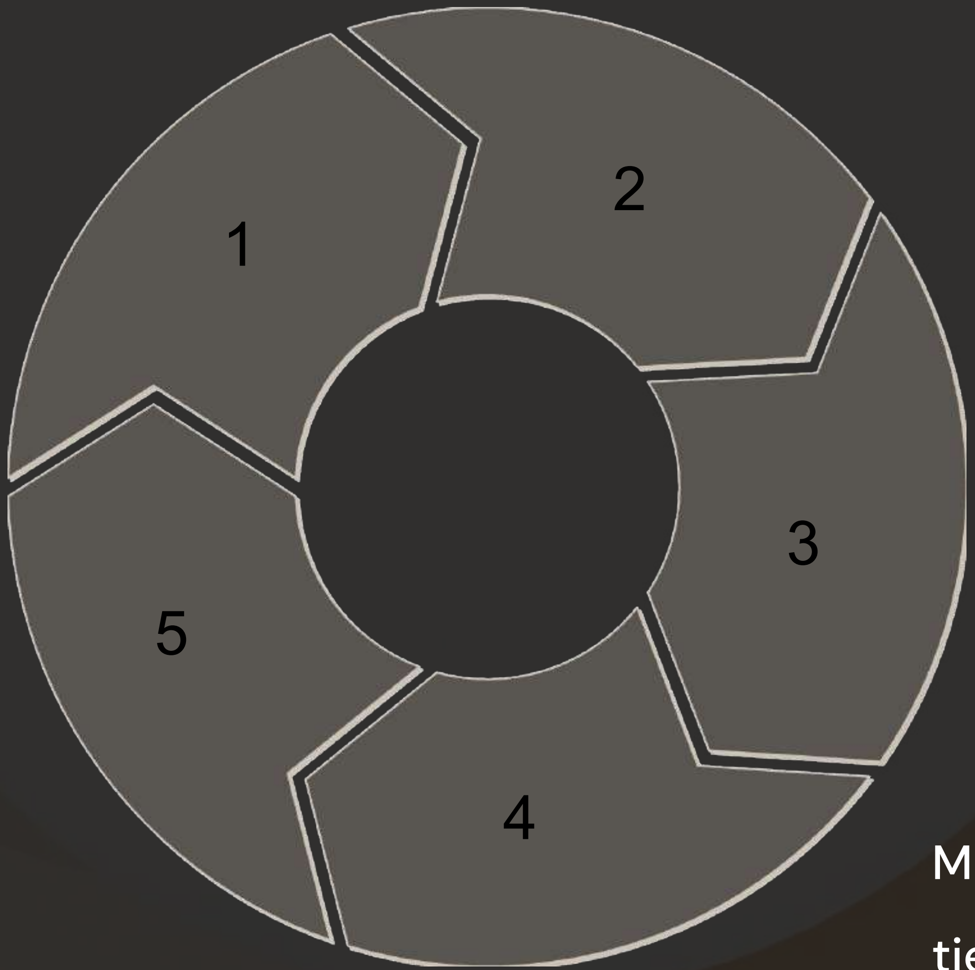
Let's take 5 minutes

CHILI PIPER

The Playbook

Foundation → Framework → Execution → Learning

Without a solid foundation, AI just creates noise faster. Your GTM operating system bridges model and market. Systematically generating insights instead of random marketing acts.



Build your messaging framework as the bridge between model and market

Map persona × journey stage to pains, promises, proof, and CTAs

Generate ALL assets from the framework. Never from scratch

Maintain traceability: every claim ties back to foundations

Close the loop: Observation → Insight → Recommendation → Update

Earn Automation Through Evidence

AI amplifies whatever you feed it. Feed it guesses, get scaled chaos. Feed it proven patterns, get scaled success.

CRAWL

Standard work + templates (manual but precise)

WALK

Prompts, GPTs, spreadsheets (measured acceleration)

RUN

Integrated workflows/iPaaS (guard-railed autonomy)

Critical rule: Never automate a guess—only proven patterns. Progress through stages based on evidence, not timeline.

Most teams jump straight to 'Run' and wonder why their automation creates more problems than it solves. Earn your automation by proving your process works manually first.

Your Four Key Takeaways

What Changes Tomorrow Morning

Foundation → Framework

Build messaging that traces to truth

Framework → Execution

Test one variable at a time

Execution → Learning

Every action generates insight

Learning → Automation

Earn scale through evidence

Your competitive moat = Learning velocity × System discipline

Without the full loop, AI just moves bottlenecks faster

Your Next Steps: Start Tomorrow

Step 1: Document Current State

- Pick ONE campaign/asset currently in market
- Record its Observation → Insight → Recommendation chain
- Define metric, threshold, and model change it triggers

Step 2: Launch First Experiment

- Leverage your new AI roadmap to anchor in the strategy
- Select ONE variable to test
- Pre-declare success metrics and thresholds
- Assign owner and review date

Step 3: Establish Learning Rhythm

- Weekly Observation → Insight → Recommendation reviews
- Structured capture of all objections and wins
- Identify activities ready for "Walk" stage automation

Step 4: Systematize the Loop

- Complete 3+ experiment cycles with documented learnings
- Update framework based on market evidence
- Move proven patterns from Crawl → Walk stage

Don't boil the ocean. Start with one asset, one experiment, one learning. The system builds momentum naturally. By step 4, you'll have a learning velocity your competitors can't match.

Remember: Your advantage is the system, not the tools.

Your Partner for GTM Transformation

Strategic Clarity

From confusion to focused action, we help you navigate the AI landscape with a clear roadmap.

Proven Methodology

Our battle-tested approach has delivered success across dozens of implementations.

Measurable Results

Achieve significant gains with our proven ability to accelerate implementation and boost success rates:

3x faster implementation

45% reduction in proposal time for clients

50% faster campaign deployment

Millions in accelerated pipeline

Thank you

Questions and Get in Touch

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Revenue Party of the Year at GTM Live!

When: Wednesday, August 27
7:00 PM – 9:30 PM
Where: Edison House
Salt Lake City, Utah