

# Bridging the GTM Gap <sup>TM</sup>

The Great GTM Shift



# The Executive Verdict is In

- CEOs and CFOs are expressing unprecedented frustration with GTM performance since 2022
- 57% of B2B leaders have no documented GTM strategy
- 52% of B2B leaders plan to replace GTM leaders in 2025-2026

Source: MarTech Leadership Study, Q4 2024

# Who owns GTM today?

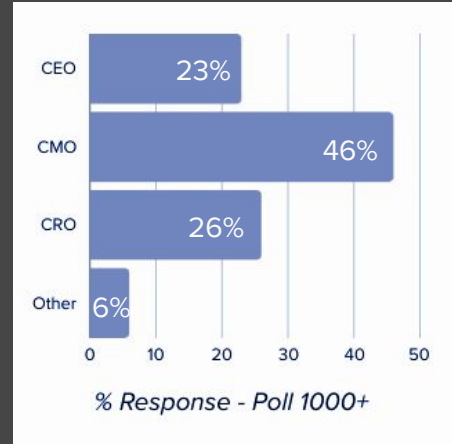
1. CEO?
2. CMO?
3. CRO?



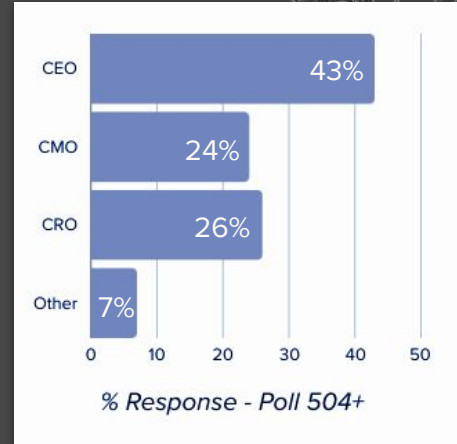
# Who owns GTM today?

1. CEO
2. CMO
3. CRO
4. We all own it!

2022



2024



# How do you define go-to-market?





Not a strategy &  
not a project



Repeatable, scalable

Not a product launch Not  
just a sales channel

**GTM is a transformational process for**  
**accelerating your path to market with high-performing**  
**revenue teams delivering a**  
**Connected customer experience .**



Product + Customer Success + Marketing +  
Sales is your entire GTM team



Creating a frictionless experience

HOW WE GOT HERE

# The Evolution of Go-to-Market



Marketing Only  
Inbound  
2000 - 2010

HOW WE GOT HERE

# The Evolution of Go-to-Market



Marketing Only  
Inbound  
2000 - 2010



Marketing & Sales  
Outbound  
2010 - 2020

HOW WE GOT HERE

# The Evolution of Go-to-Market



Marketing Only  
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Marketing & Sales  
Outbound  
2010 - 2020



Integrated GTM Team  
6 GTM Motions  
(Inbound, Outbound, PLG, Events, Partner, Community)  
2010 - 2020

# The Brutal Truth



1. 24% of companies are hitting their growth targets using traditional GTM approaches - down from 42% in 2022
2. Traditional GTM playbooks showing 40% less ROI vs 2022



## THE BRUTAL TRUTH

**You don't have a marketing problem.**

**You don't have a sales problem.**

**You don't have a CS problem.**

**You don't have a product problem.**

**...You have a go-to-market problem.**

THE BRUTAL TRUTH

# Go-to-Market is Hard

## 5 Valleys of GTM Death

You can **CREATE** but can't **MARKET**

You can **MARKET** but can't **SELL**

You can **SELL** but can't **DELIVER**

You can **DELIVER** but can't **RENEW**

You can **RENEW** but can't **EXPAND**

"Less than 1% of SaaS businesses hit \$50M in revenue as a result of lack of go-to-market maturity"  
- McKinsey

Current reality

# 60%

of companies unable to show ROI

## 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



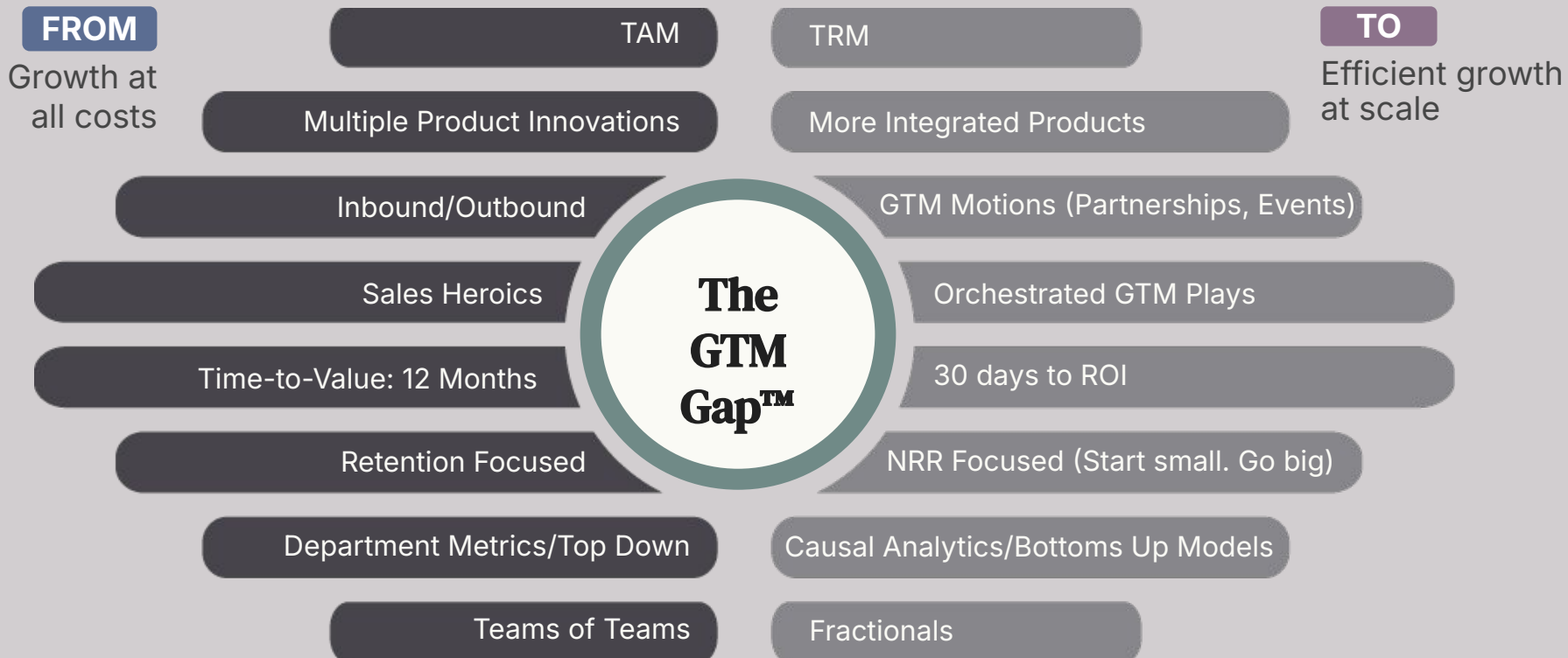
You can't prioritize or say no to new initiatives



Your team is reactive, not proactive

WHERE WE ARE GOING

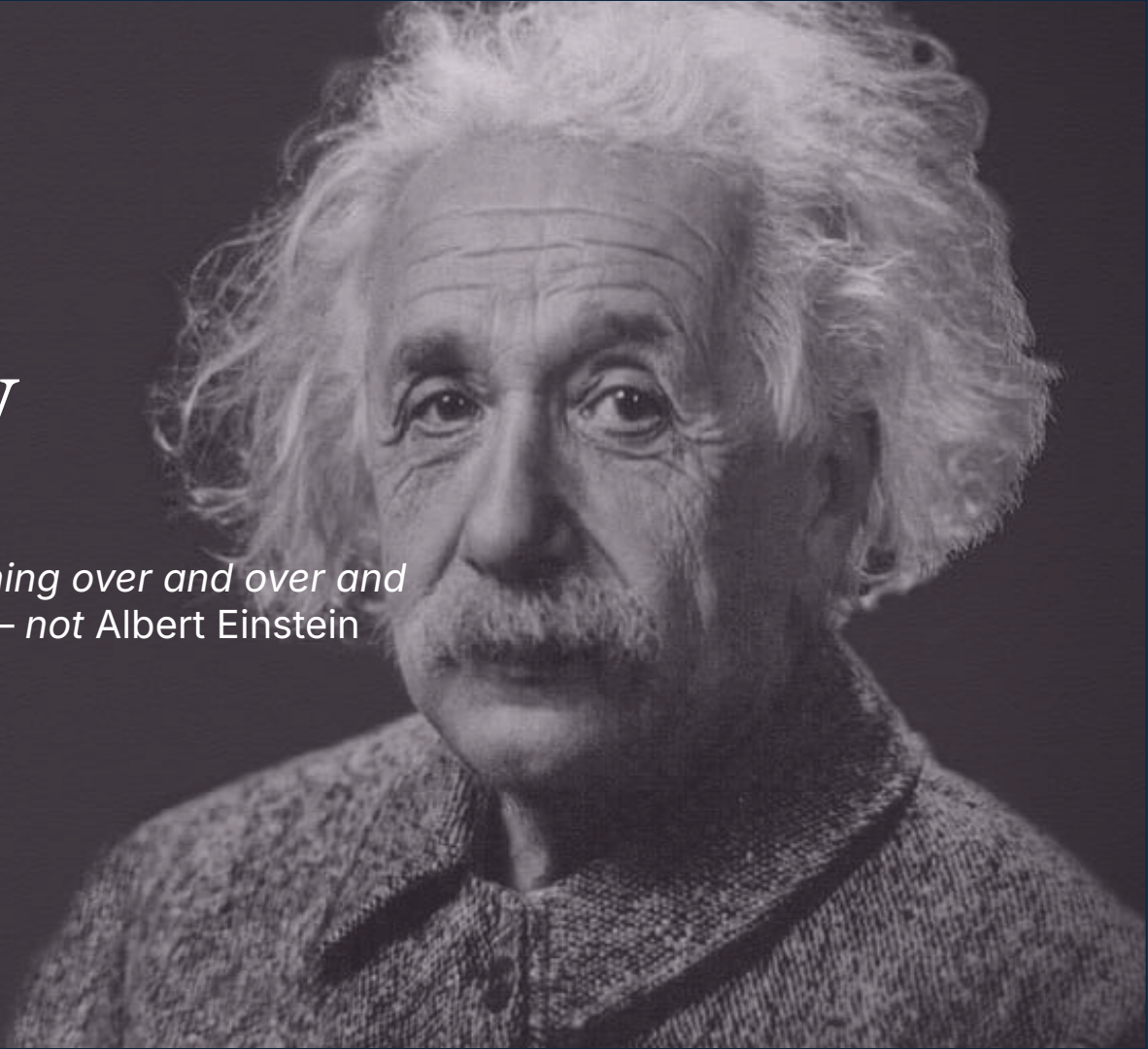
# The Great GTM Shift



# in·san·i·ty

*noun*

*"Insanity is doing the same thing over and over and expecting different results." — not Albert Einstein*



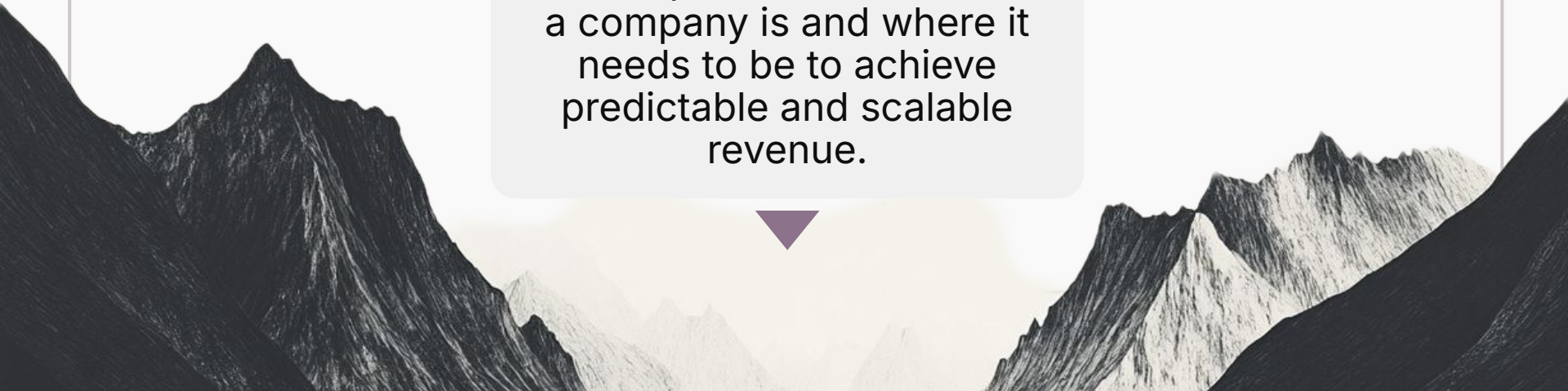
# Bridging the GTM Gap™



# The GTM Gap™

Refers to 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 and scalable  
revenue.





## Reason for the GTM Gap™

1

**Misalignment:** Poor collaboration between sales, marketing, and customer success teams results in inconsistent messaging and unclear goals.

2

**Lack of Market Fit:** Insufficient understanding of customer needs or value proposition leading to low adoption or churn.

3

**Inefficient Processes:** Lack of repeatable systems to manage pipeline, measure performance, or scale effectively.

4

**Premature Scaling:** Jumping to growth tactics (e.g., hiring or investing) before stabilizing foundational elements.



## Impact of the GTM Gap™:



### Lost Revenue

Missed opportunities due to inefficiencies and poor execution.



### Team Frustration

Decreased morale and productivity from misaligned priorities.



### Customer Attrition

Poor customer experience leading to higher churn rates.

# Bridging the GTM Gap™

1

**Stabilize:** Fix immediate challenges impacting revenue and execution.

2

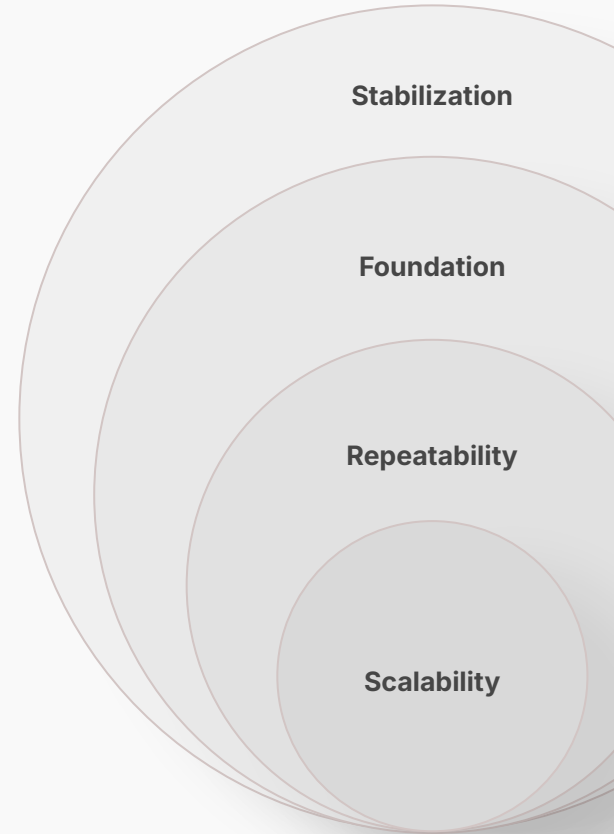
**Foundation:** Align teams, processes, and systems to create a repeatable model.

3

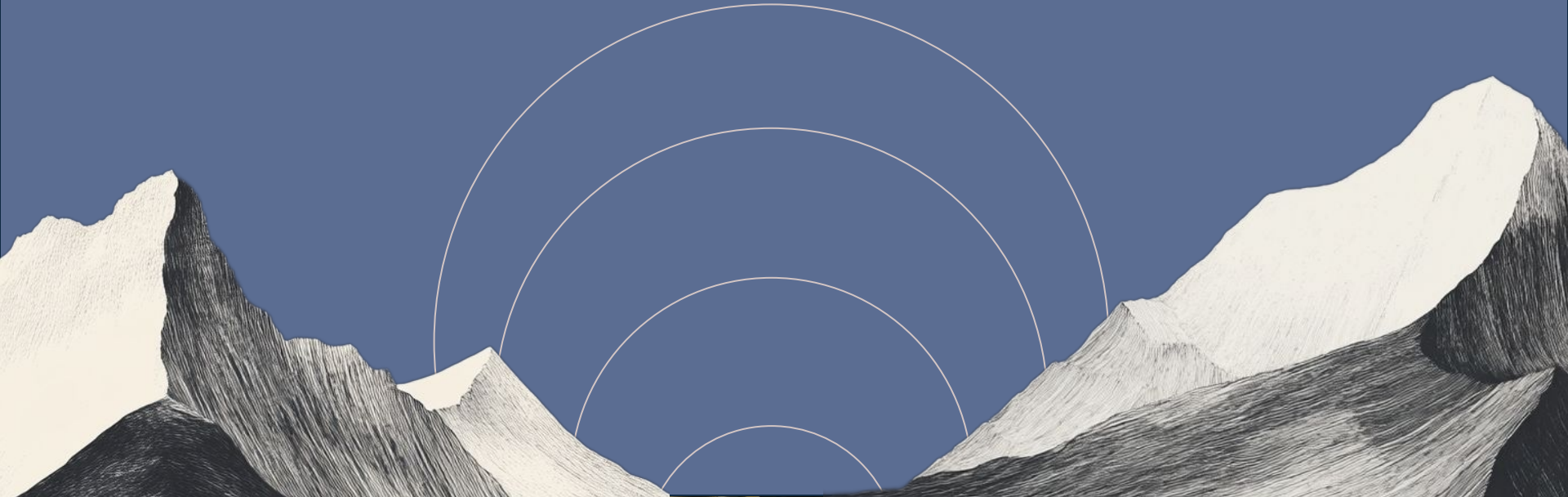
**Repeatability:** Ensure consistent results by iterating on what works.

4

**Scalability:** Expand with confidence knowing the GTM model is solid.



# What is The GTM Gap™?



# Stabilization

## 01

### Key Priorities in the Stabilization Phase:

1. Diagnose Critical Bottlenecks
2. Align on ICP, BP and Core Messaging
3. Focus on Short-Term Wins
4. Eliminate Operational Inefficiencies
5. Strengthen Team Execution

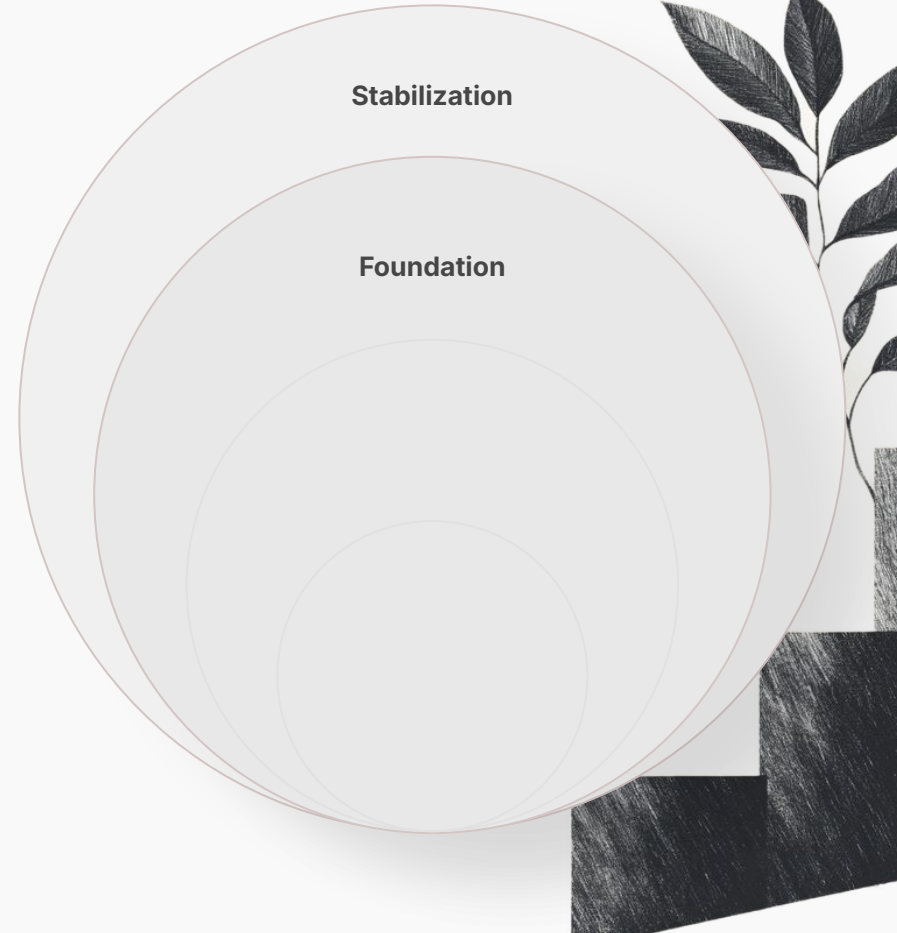


# Foundation

## 02

**Key Focus Areas for Building a Strong Foundation:**

1. **Team Alignment**
2. **Process Optimization**
3. **System Integration**
4. **Create Repeatable Frameworks**



# Repeatability

## 03

### Key Steps to Drive Repeatability:

1. **Analyze What Works**
2. **Standardize Best Practices**
3. **Leverage Feedback Loops**
4. **Iterate and Improve**
5. **Automate Where Possible**

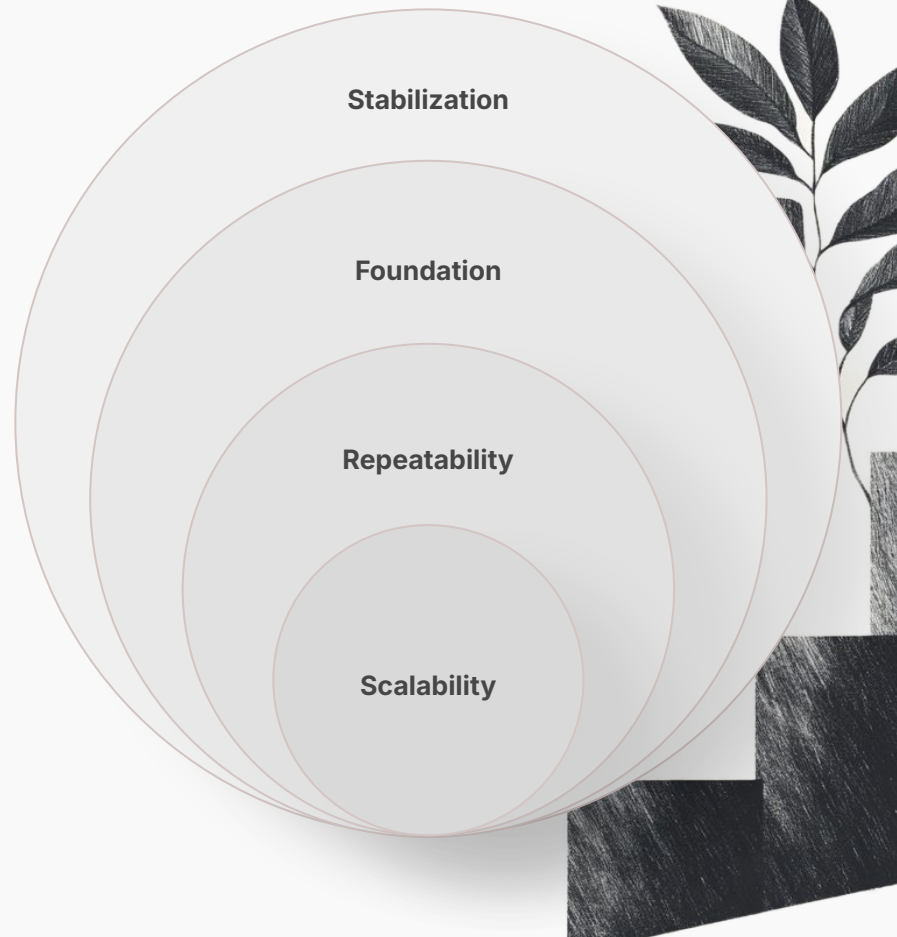


# Scalability

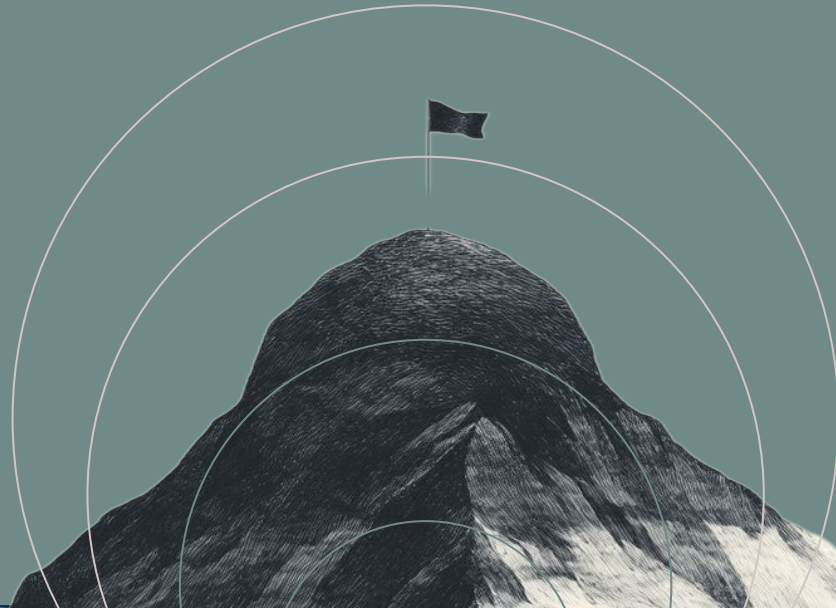
## 04

### Key Strategies for Effective Scaling:

1. **Expand Your Reach**
2. **Invest in Your Team**
3. **Optimize Operations**
4. **Maintain Alignment Across Teams**
5. **Monitor and Adapt**



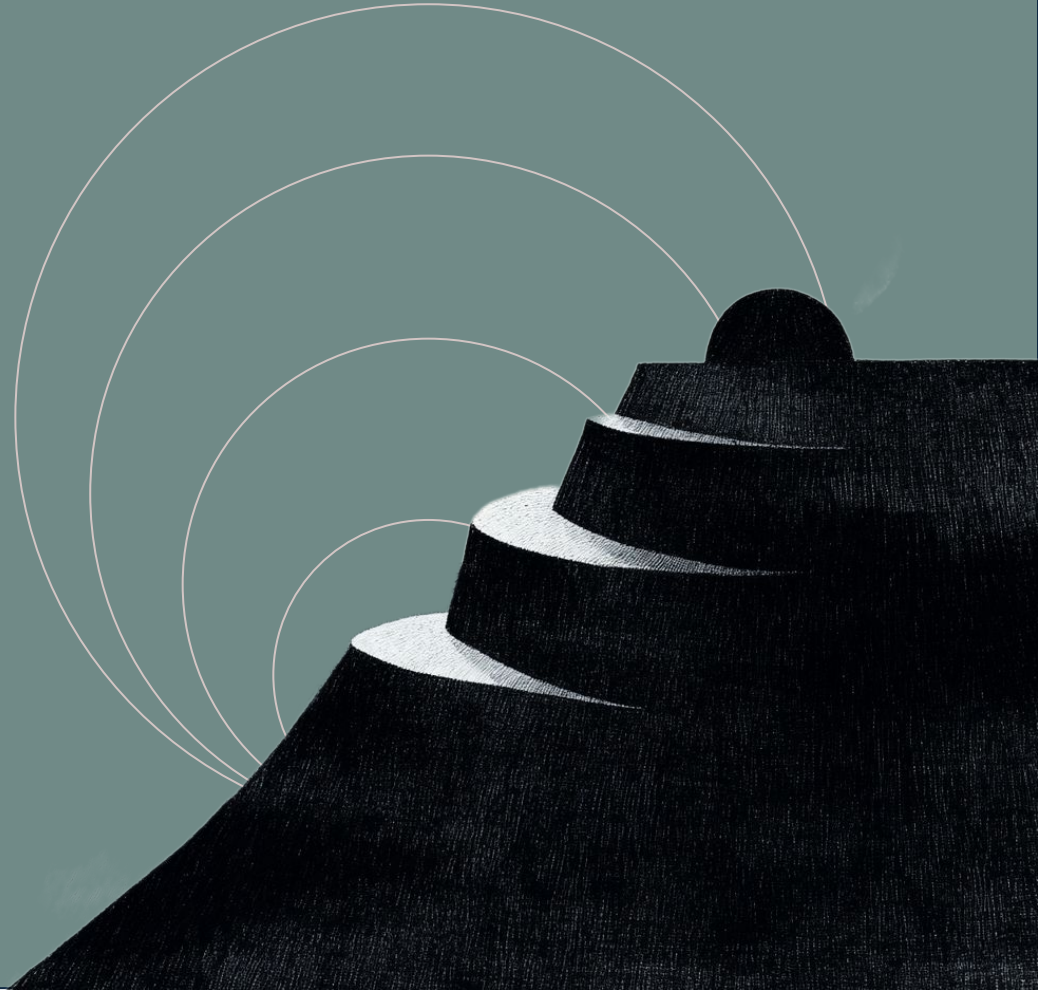
# Defining Success



Stabilization → Foundation  
**MOMENTUM**

Foundation → Repeatable  
**CLARITY**

Repeatable → Scalable  
**CONFIDENCE**





# Defining Success

## Stabilization:

**Objective:** Fix immediate challenges impacting revenue and execution.

- **Customer Understanding**
- **Pipeline Management**
- **Operational Clean-Up**
- **Team Assessment and Clarity**
- **Quick Wins**

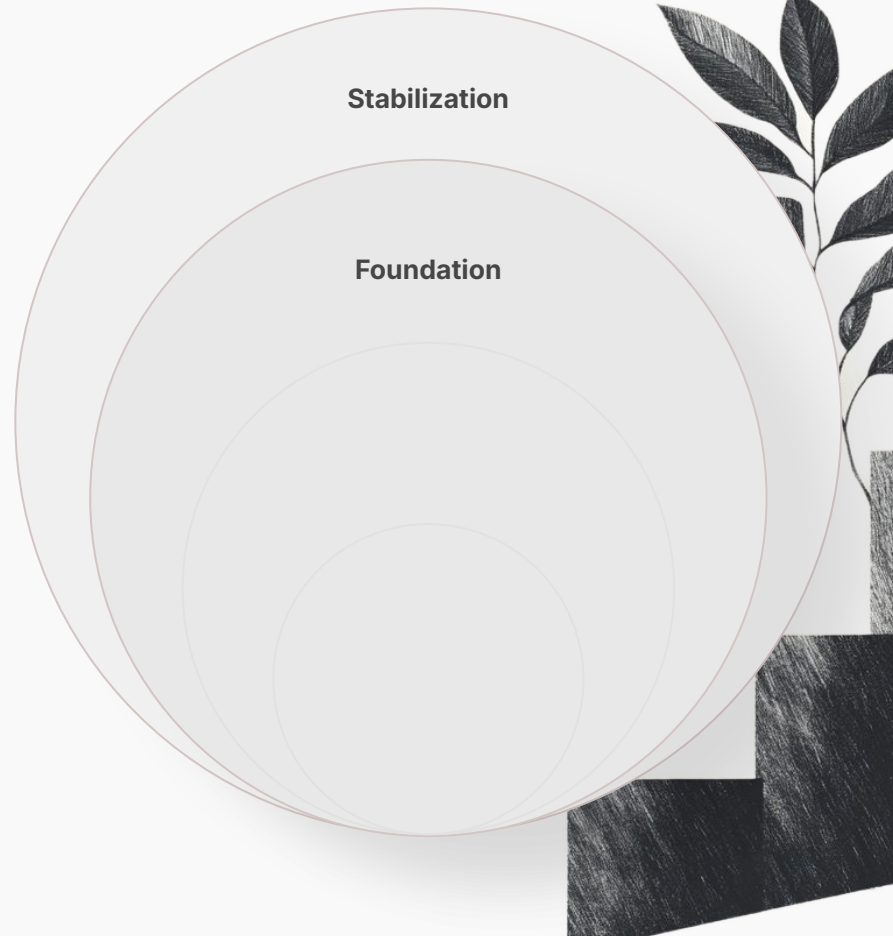


# Defining Success

## Foundation:

**Objective:** Align teams, processes, and systems to create a strong base for growth.

- **Cross-Team Alignment**
- **Process Documentation**
- **Tech Stack Integration**
- **Goal Setting**
- **Training and Enablement**



# Defining Success

## Repeatable:

**Objective:** Ensure consistent results by iterating on what works.

- **Performance Analysis**
- **Customer Feedback Loops**
- **Playbook Iteration**
- **Consistency Across Teams**
- **Automation**

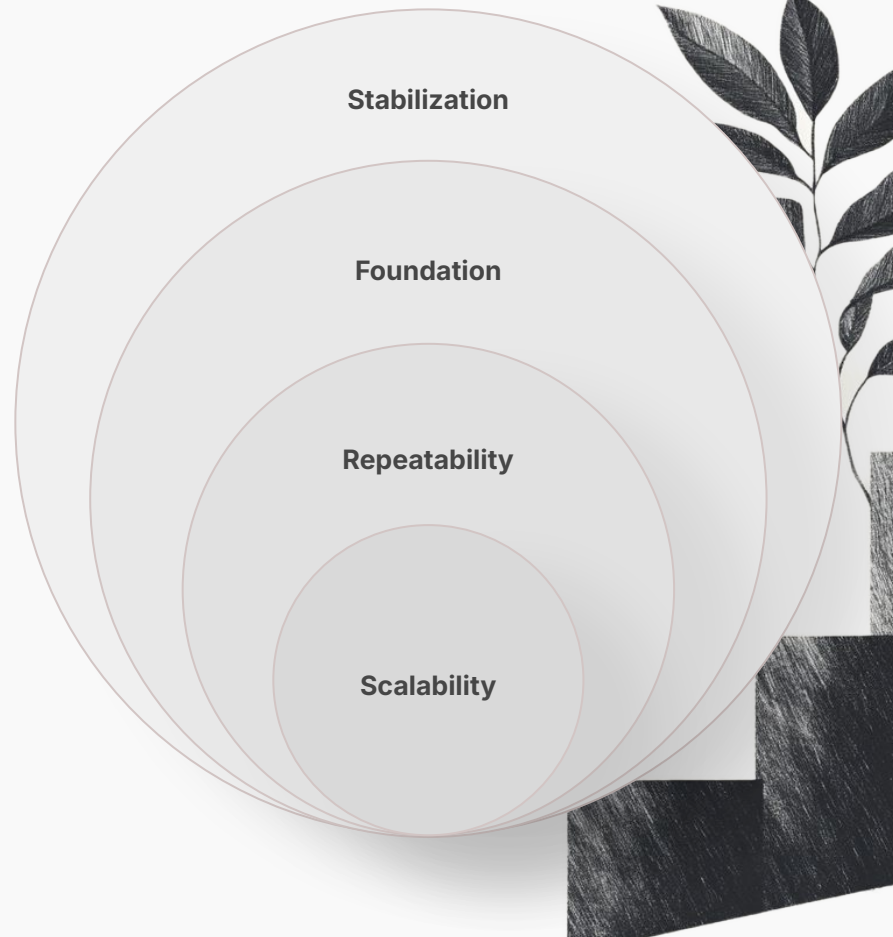


# Defining Success

## Scale:

**Objective:** Expand operations and revenue with confidence in a proven GTM model.

- **Strategic Market Expansion**
- **Team Growth**
- **Operational Scalability**
- **Revenue Predictability**
- **Culture Maintenance**

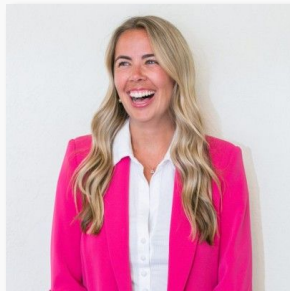


# Bridging the GTM Gap <sup>TM</sup>

## An Administrate Story



**Patrick Flanagan**  
COO, Administrate



**Meredith Chandler**  
Head of Sales, Aligned



**Kris Jenkins**  
Co-founder

Administrare / Sprint 9/30 - 10/18 SPRINT COMPLETE

DashboardListBoardCalendarGanttActivityReporting+ View

Group: NoneSubtasks: Collapse allColumnsFilterMe modeAssignee

Tasks5+ Add Task

| Name                              | Assignee | Priority | Effort      | Due date | Status    |
|-----------------------------------|----------|----------|-------------|----------|-----------|
| Sales Onboarding 5                |          | High     | 5 thumbs up | 10/8/24  | Completed |
| Comp Plans                        |          | High     | 4 thumbs up | 10/8/24  | Completed |
| Quotas                            |          | High     | 4 thumbs up | 10/8/24  | Completed |
| Review and Approve AE Quota an... | PF       | Urgent   | 4 thumbs up | 10/9/24  | Completed |
| Build out the onboarding schedule |          | Urgent   | 5 thumbs up | 9/30/24  | Completed |
| Onboarding Calendar               |          | Urgent   | 4 thumbs up | 10/4/24  | Completed |
| Sales Training Offsite 1          |          | High     | 5 thumbs up | 10/25/24 | Completed |
| Pitch Deck                        | BD       | Urgent   | 4 thumbs up | 10/8/24  | Completed |
| Demo Certification 2              | J        | High     | 5 thumbs up | 10/4/24  | Completed |
|                                   | J        | Normal   | 4 thumbs up | 10/3/24  | Completed |
|                                   | J        | Normal   | 4 thumbs up | 10/3/24  | Completed |
|                                   | PF BD    | High     | 5 thumbs up | 10/18/24 | Completed |
| Multiply GTM feedback             |          | Normal   | 4 thumbs up | 10/11/24 | Completed |



| I                              | J                              | K                              | L                              | M                              |   |
|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|---|
| SAD                            | SQD                            | SQD - Upside                   | SQD - Commit                   | CW                             |   |
| 1 Diagnose                     | 2 Prescribe                    | 3 Consensus                    | 4 Selection                    | Closed Won                     |   |
| AE                             |                                |                                |                                |                                |   |
| Deal Name                      | Deal Name                      | Deal Name                      | Deal Name                      | Deal Name                      | C |
| Pipeline                       | Pipeline                       | Pipeline                       | Pipeline                       | Pipeline                       | C |
| Deal Stage                     | Deal Stage                     | Deal Stage                     | Deal Stage                     | Deal Stage                     | C |
| Deal Owner                     | Deal Owner                     | Deal Owner                     | Deal Owner                     | Deal Owner                     |   |
| Deal Description               | Deal Description               | Deal Description               | Deal Description               | Deal Description.              |   |
| Account Segment                | Account Segment                | Account Segment                | Account Segment                | Account Segment.               |   |
| Deal Type                      | Deal Type                      | Deal Type                      | Deal Type                      | Deal Type                      |   |
| Deal Source                    | Deal Source                    | Deal Source                    | Deal Source                    | Deal Source                    |   |
| Created by user ID             | Created by user ID             | Created by user ID             | Created by user ID             | Created by user ID             |   |
| Company Name                   | Company Name                   | Company Name                   | Company Name                   | Company Name                   |   |
| Number of associated contacts  | Number of associated contacts  | Number of associated contacts  | Number of associated contacts  | Number of associated contacts  |   |
| Amount                         | Amount                         | Amount                         | Amount                         | Amount                         |   |
| Close Date                     | Close Date                     | Close Date                     | Close Date                     | Close Date.                    |   |
| Q Call [Complete]              | Q Call [Complete]              | Q Call [Complete]              | Q Call [Complete]              | Q Call [Complete].             |   |
| D Call Scheduled by            | D Call Scheduled by            | D Call Scheduled by            | D Call Scheduled by            | D Call Scheduled by.           |   |
| D Call Scheduled date          | D Call Scheduled date          | D Call Scheduled date          | D Call Scheduled date          | D Call Scheduled date.         |   |
| D Call [Accepted]              | D Call [Accepted]              | D Call [Accepted]              | D Call [Accepted]              | D Call [Accepted].             |   |
| D Call [Complete]              | D Call [Complete]              | D Call [Complete]              | D Call [Complete]              | D Call [Complete].             |   |
| Acceptance Status              | Acceptance Status              | Acceptance Status              | Acceptance Status              | Acceptance Status.             |   |
| D Call Summary Email Sent      | D Call Summary Email Sent      | D Call Summary Email Sent      | D Call Summary Email Sent      | D Call Summary Email Sent.     |   |
| Business Issue                 | Business Issue                 | Business Issue                 | Business Issue                 | Business Issue.                |   |
| Problem                        | Problem                        | Problem                        | Problem                        | Problem.                       |   |
| Impact/Metrics                 | Impact/Metrics                 | Impact/Metrics                 | Impact/Metrics                 | Impact/Metrics.                |   |
| Critical Event                 | Critical Event                 | Critical Event                 | Critical Event                 | Critical Event .               |   |
| Evaluation Criteria            | Evaluation Criteria            | Evaluation Criteria            | Evaluation Criteria            | Evaluation Criteria.           |   |
| Decision Process               | Decision Process               | Decision Process               | Decision Process               | Decision Process.              |   |
| Champion (Contact Label)       | Champion (Contact Label)       | Champion (Contact Label)       | Champion (Contact Label)       | Champion (Contact Label)       |   |
| Economic Buyer (Contact Label) | Economic Buyer (Contact Label) | Economic Buyer (Contact Label) | Economic Buyer (Contact Label) | Economic Buyer (Contact Label) |   |
| Stakeholders                   | Stakeholders                   | Stakeholders                   | Stakeholders                   | Stakeholders.                  |   |
| Competitors                    | Competitors                    | Competitors                    | Competitors                    | Competitors.                   |   |
| Technical Requirements         | Technical Requirements         | Technical Requirements         | Technical Requirements         | Technical Requirements .       |   |
| Demo Complete                  | Demo Complete                  | Demo Complete                  | Demo Complete                  | Demo Complete.                 |   |
| Mutual Deal Plan Email         | Mutual Deal Plan Email         | Mutual Deal Plan Email         | Mutual Deal Plan Email         | Mutual Deal Plan Email.        |   |

## Playbook contents

If the "Deal Source" is "Part...

### Call Notes

🔍 Call/Meeting Notes

🔍 What are the next steps for...

🔍 What is the next yes for thi...

0 Interest

🔍 What is the description for ...

🔍 What is the account segme...

🔍 What is the expected close ...

🔍 What is the deal type?

1 Diagnose

🔍 When was the D Call invite ...

🔍 Who was the D Call schedul...

🔍 What date is the D Call sch...

🔍 Was the D call accepted?

^ Must be "N/A" or "Yes" to ...

🔍 When was the D call com...

🔍 Was the D call summary ...

🔍 What is the business situ...

🔍 What is the problem the ...

🔍 What are the impact/me...

2 Prescribe

🔍 What is the critical event fo...

🔍 What is the evaluation crite...

🔍 What is the decision proces...



What is the business situation for this deal?

Update deal property (Situation)

Current State: Using multiple legacy systems (Web Admin, TC Manager, Outlook) to manage instructor-led training scheduling and administration. Manual processes for scheduling and managing resources, leading to inefficiencies. Disparate systems making reporting and data analysis challenging. Recently

[See more](#)



What is the problem the contact is facing?

Update deal property (Problem)

Manual planning and scheduling, poor data management. Difficulty scaling.



What are the impact/metrics for this deal?

Update deal property (Impact/Metrics)

OpenText has made acquisitions, consolidating LMSs. Purchased Docebo and have plans to grow their ILT and vILT offerings.

## 2 Prescribe



What is the critical event for this deal?

Update deal property (Critical Event)

Purchasing a TMS as long term plan to grow and scale their ILT and vILT operations.

Log engagement ▼

☐ Create a **To-do** task to follow up **In 3 business days (Wednesday)** ▼

✓ Draft saved

## • Administrate - Sandler Training

Administrate + 

 Overview

 **Joint Plan**

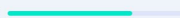
 Files

 Pricing Quotes

 New

### Plan to Realized Value

70%



▼ Stage name

12 / 16

✓ Discovery Call

Jul 22

M

✓ Initial Demo

Jul 30

M

✓ Second Demo (deep dive)

Aug 21

M

✓ RIO Call/Conversation

Aug 26

M

✓ ROI Follow up call

Sep 12

M

✓ Administrate help build the business case

Sep 19

M

✓ Sandler to start Building Business case

Sep 30



✓ Present Business case to internal influencers

Oct 14



✓ Technical demo to Internal Stakeholder

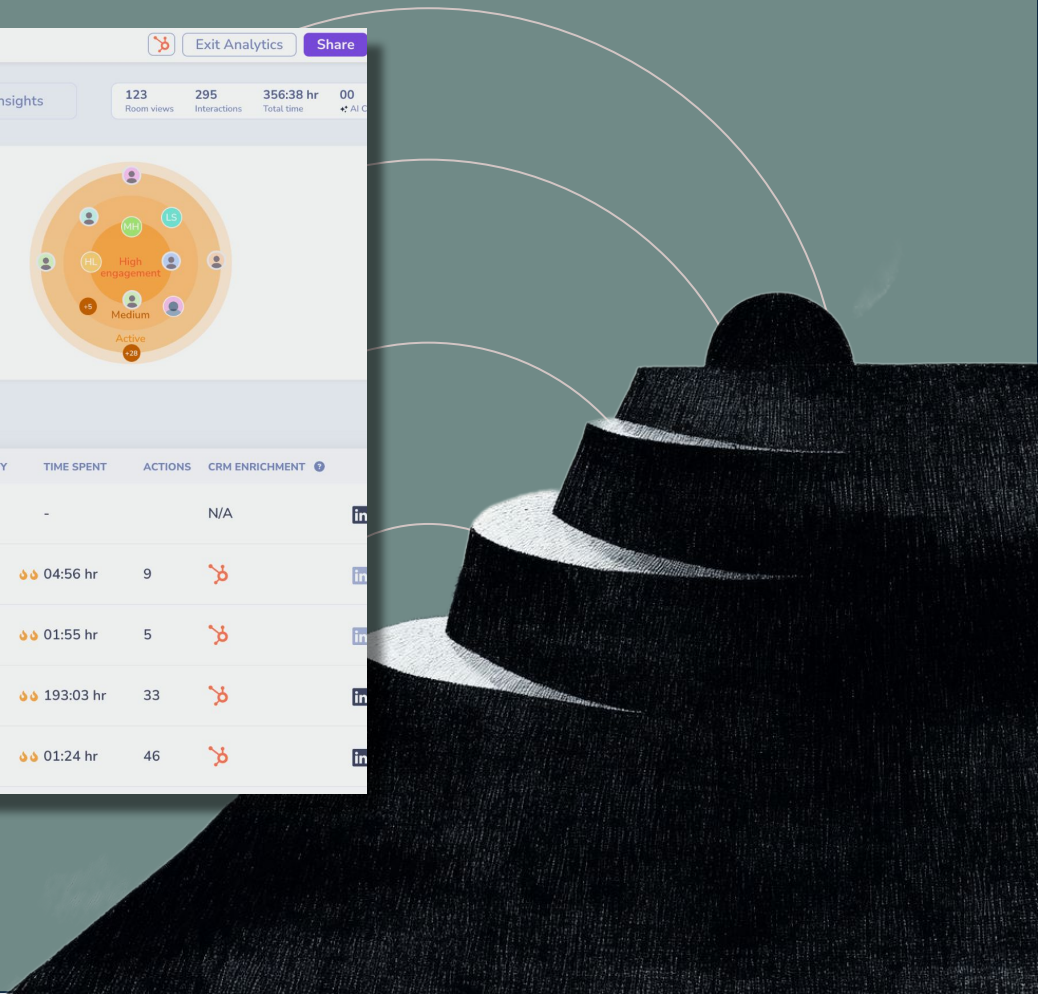
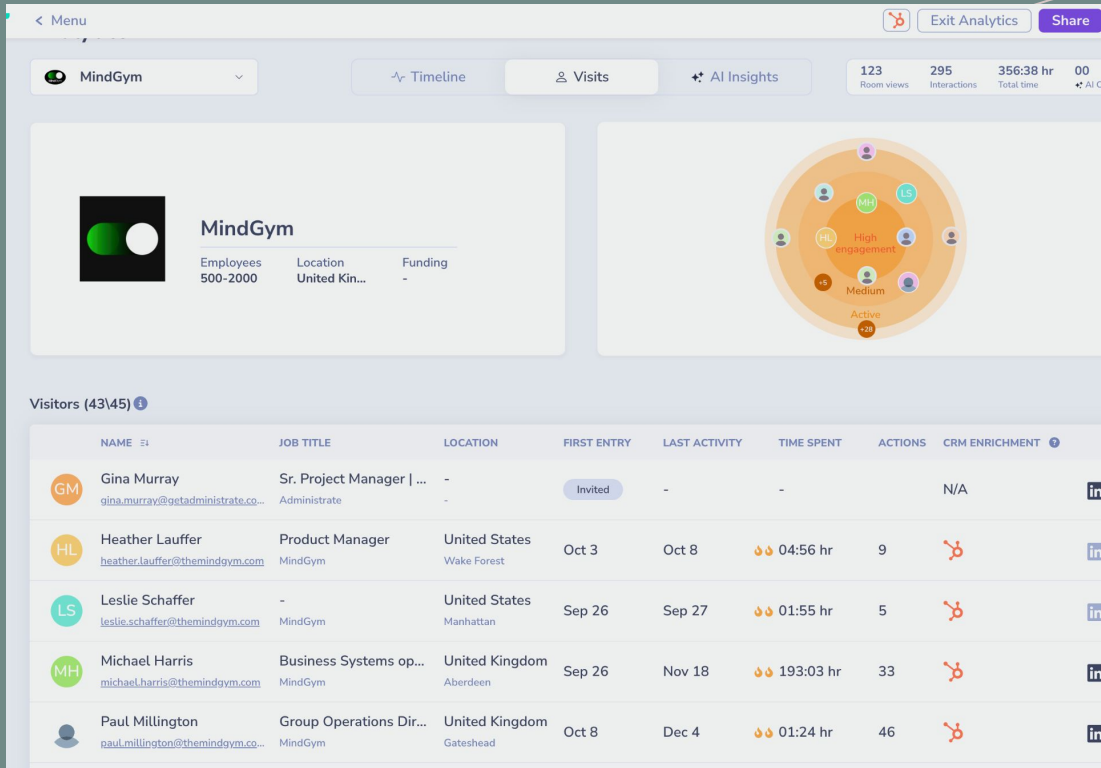
Oct 22

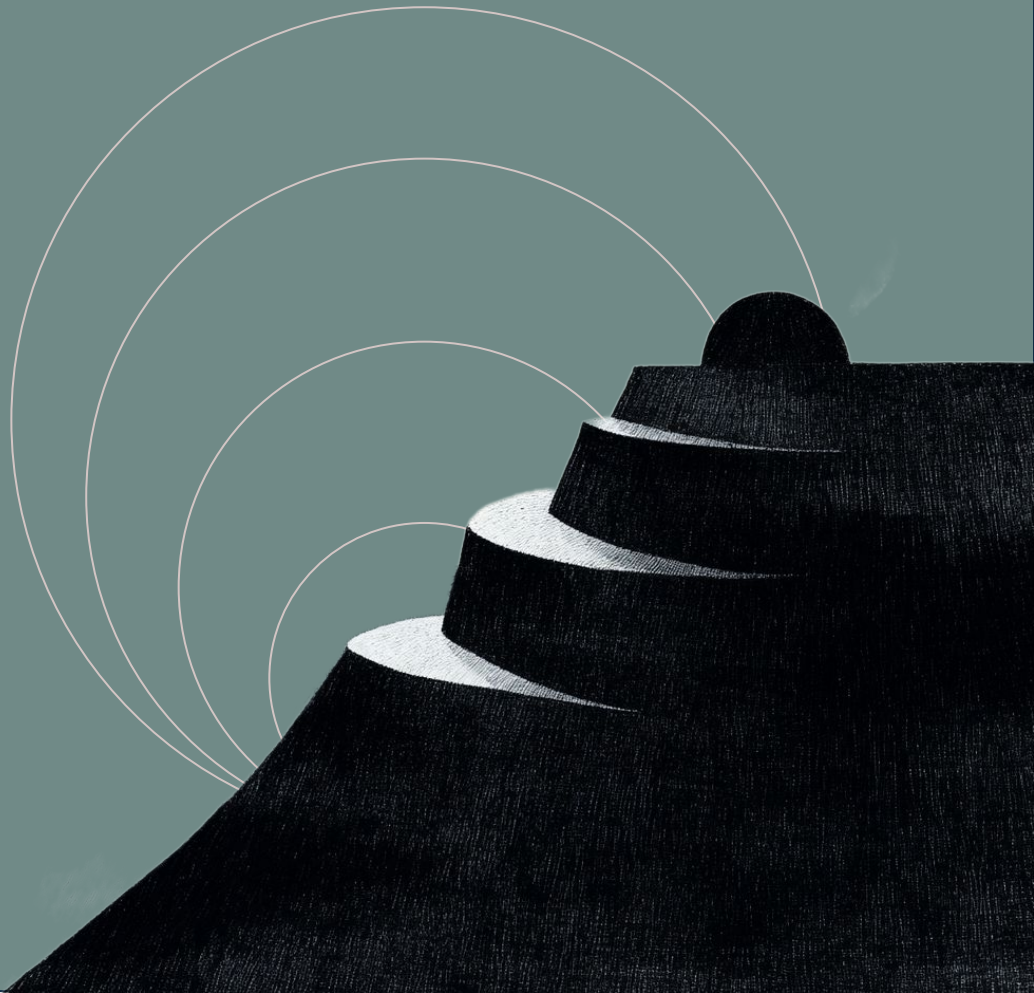
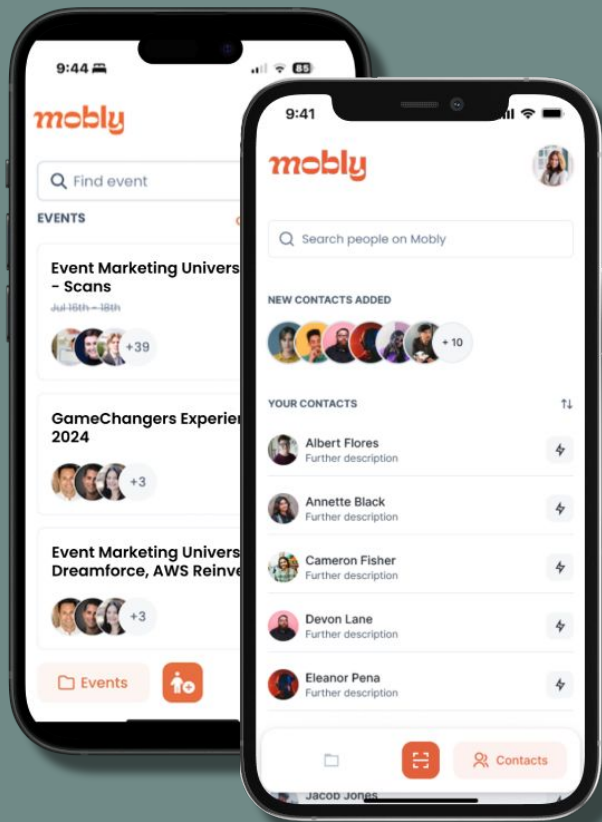


✓ Revise business case based on influencer feedback

Oct 28









# Let's Connect!



**Thank you**

