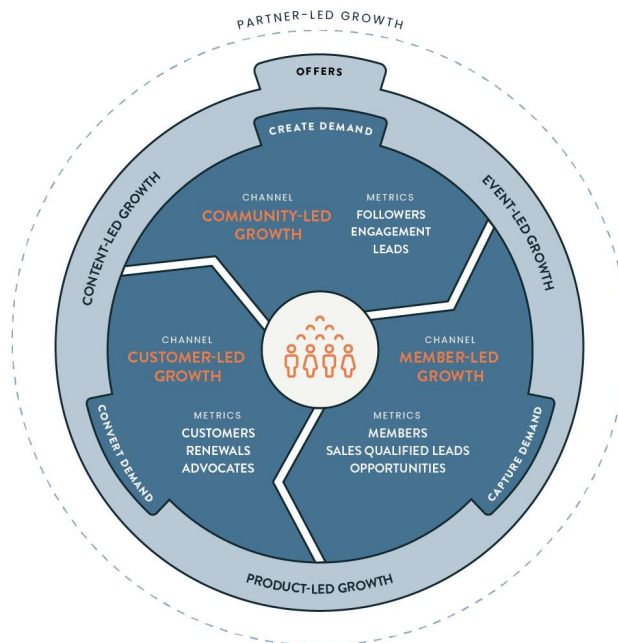


People-first GTM Map

The People-first GTM Map is a comprehensive resource that activates the People-first GTM Model in your business. It all starts with people and a shared belief that is the spark and driving motivation for people to join, create, and grow a business.

PEOPLE-FIRST GTM MODEL



Which area of revenue creation do you want to focus on?

- ☐ Creating Demand for Pipeline
- ☐ Capturing Demand for Revenue
- ☐ Converting Demand for Advocacy

1. Team & People

- a. Belief System
 - i. Vision & Mission

- ii. Principles & Values
 - iii. Point of View
- b. Team Structure
- c. Operating Rituals
- d. Annual Goals

2. Ideal Customer Profile

- a. Total Addressable Market
- b. Serviceable Addressable Market
- c. Account Fit
 - i. Account Definitions
- d. Buyer Fit
 - i. Persona Definitions
- e. Segmentation Strategy
- f. Account Intent Signals
 - i. Source of intent
 - ii. Types of intent
- g. Buyer Intent Signals
 - i. Source of intent
 - ii. Types of intent

3. Positioning and Messaging

- a. Brand Story and Point of View
 - i. Strategic Narrative
 - ii. Thought Leadership Category / Movement
- b. Buyer Problems
- c. Solution Messaging
- d. Product Positioning
 - i. Value-based Messaging
- e. Use Cases
- f. Customer Value and Examples

4. Product Strategy

- a. Pricing and Packaging
- b. Product Roadmap
- c. Competitive Information and Intelligence

5. Revenue Strategy

- a. Financial Model
 - i. Headwinds
 - ii. Tailwinds
 - iii. Funnel: Volume, Velocity, Conversion Rates, Value, and Costs
- b. Bowtie Doble Funnel Model
 - i. Target
 - ii. Volume
 - iii. New Business
 - iv. Existing Business
- c. Customer Journey Placemat
- d. Sales Methodology
- e. Sales Placemat and Strategy
 - i. Sales Stages
 - ii. Funnel Stage Definitions
- f. Sales Enablement

6. Partner-led Growth Strategy

- a. Internal Partnerships
 - i. Sales Team
 - ii. Customer Success Team
 - iii. Finance Team
 - iv. Product Team
 - v. HR Team
- b. External Partnerships
 - i. Customer Partnerships
 - ii. Influencer Partnerships
 - iii. Product Partnerships
 - iv. Content Partnerships
 - v. Co-marketing Partnerships
 - vi. Co-selling Partnerships
 - vii. Event Partnerships

7. People-first GTM Channels

- a. Community-led

- i. Activations
- b. Member-led
 - i. Content Audit
- c. Customer-led
 - i. Customer Journeys

8. People-first GTM Offers

- a. Content-led
- b. Event-led
- c. Product-led

9. Integrated Revenue Campaigns

- a. Campaign Themes
- b. Target Programs
- c. Offer Creation and Distribution
- d. Channel Activation
- e. Website to Pipeline Conversion
- f. Sales and Customer Success Enablement

10. Customer Success

- a. Customer Onboarding
- b. Leading Indicators of Retention & Value
- c. Customer Education and Training
- d. Customer Expansion
- e. Customer Renewal