

Aligning Go-To Market Strategies With Account Based Execution

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***“It’s better to be aligned
than to be right.”***



1

Establish your strategy

Yes, you have to pick!

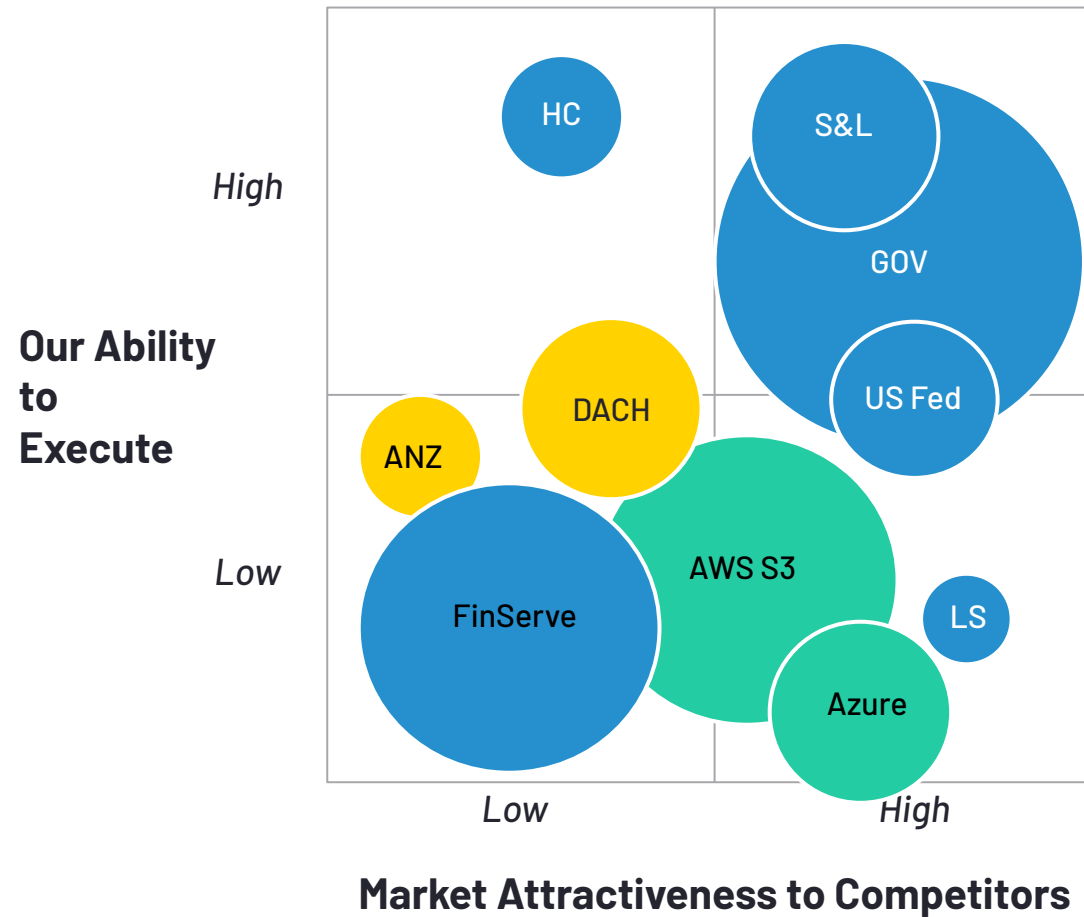


The Alignment Process

- Set Growth Goals
- Document Current Successes
- Research Future Opportunities
- Share Findings & Recommendations
- **Discussion:** Scoring Exercise
- **Workshop:** How do we GTM?
- Set Plan & Accountability
- Quarterly Measurement
- Reset on Annual Planning Cycle



Document Current Success & Future Options



**Bubble equates to potential market size*

Evaluate and Score the Options

Weighting	20%	20%	10%
Accountable/Owner	Marketing	Sales / Marketing	G2M
	Market Size / TAM / SAM 5 = Big market 1 = Small market	Level of effort required to invest in GTM functions outside product 5 = low effort 1 = high effort	Is there a compelling reason to buy. Is this segment tech innovation buyer? 5 = High Fit 1 = Low Fit
	Market Size Opportunity	Minimizes G2M Investments	Product-Market Fit
New Product 1	1	5	5
New Market 2	3	1	2
Existing Market 3	3	4	3
Existing Market 4	2	1	2
Customer Upsell 5	5	1	3
Geo 1	2	4	5
Geo 2	5	4	5
Geo 3	5	1	4

Market sizing

Sales training / change mgt

Product investment required

Identifiable target customer

Compelling reason to buy

Product-Market fit

Pace of tech adoption

Competition / barrier to entry





Exercise #1: Choose Your Top 4 Segments

SMB	State & Local	Israel	Canada
ENT	AWS S3	EMEA*	Azure
Healthcare	Life Science	ANZ	?
US Fed	DACH	?	



Market Opp

SAM Revenue By Segment SaaS Tech (Avg ACV Last 6 Qtrs)

Employee Range	<50 Emp (Emerging / EMG)	51-250 (Lower Commercial / L-COMM)	251-500 (Upper Commercial / U-COMM)	501-1500 (Lower Enterprise / L-ENT)	1501-2500 (Enterprise / ENT)	2501+ (Upper Enterprise / U-ENT)	TOTALS
Region							
TOTAL	\$176,749,020	\$99,956,857	\$94,746,360	\$81,969,878	\$33,697,350	\$24,586,218	\$511,717,275
North America	\$97,755,735	\$62,016,108	\$28,936,866	\$61,582,931	\$24,732,000	\$12,827,592	\$287,857,710
US	\$91,430,430	\$57,442,330	\$23,264,154	\$40,858,312	\$15,519,330	\$11,699,239	\$240,219,172
Canada	\$6,325,305	\$4,573,778	\$5,672,712	\$20,724,619	\$9,212,670	\$1,128,353	\$47,638,538
EMEA	\$75,712,665	\$35,923,965	\$52,593,282	\$18,698,587	\$8,347,050	\$10,689,660	\$201,969,705
EU Countries	\$34,199,340	\$16,872,559	\$5,793,408	\$4,094,273	\$1,854,900	\$3,266,285	\$66,082,076
UK	\$21,121,800	\$8,733,395	\$14,242,128	\$9,876,906	\$2,287,710	\$2,375,480	\$58,638,687
Northern Europe (Nordics + Benelux)	\$9,392,460	\$4,447,729	\$11,013,510	\$3,503,347	\$1,731,240	\$2,375,480	\$32,464,529
DACH	\$5,842,200	\$2,773,078	\$10,047,942	\$3,756,601	\$1,483,920	\$2,078,545	\$25,982,921
Southern Europe	\$5,156,865	\$3,097,204	\$11,496,294	\$801,971	\$247,320	\$475,096	\$21,275,334
Africa	\$2,078,475	\$648,252	\$3,590,706	\$3,545,556	\$494,640	\$534,483	\$10,892,368
Middle East	\$3,482,850	\$1,638,637	\$301,740	\$2,701,376	\$494,640	\$475,096	\$9,094,520
Israel	\$3,089,625	\$1,512,588	\$1,538,874	\$3,461,138	\$1,545,750	\$475,096	\$11,623,321
ANZ (Australia/New Zealand)	\$2,415,525	\$1,116,434	\$4,133,838	\$1,139,643	\$247,320	\$712,644	\$9,765,646
LATAM	\$640,395	\$720,280	\$7,573,674	\$548,717	\$309,150	\$237,548	\$10,030,077
Mexico	\$224,700	\$180,070	\$633,654	\$0	\$61,830	\$118,774	\$1,219,062



Market Opp

SAM Revenue By Vertical (Avg TCV Last 6 Qtrs)

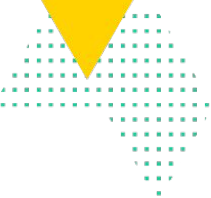
Employee Range	<50 Emp (Emerging / EMG)	51-250 (Lower Commercial / L-COMM)	251-500 (Upper Commercial / U-COMM)	501-1500 (Lower Enterprise / L-ENT)	1501-2500 (Enterprise / ENT)	2501+ (Upper Enterprise / U-ENT)	TOTALS
Vertical (ZoomInfo - North America (US & CAN))							
Professional, Scientific, and Technical Services	\$96,677,175	\$53,804,916	\$21,604,584	\$19,669,394	\$6,244,830	\$9,026,824	\$379,123,003
Software	\$73,679,130	\$48,834,984	\$20,457,972	\$20,513,574	\$18,796,320	\$17,816,100	\$343,367,028
Security SaaS	\$36,019,410	\$8,031,122	\$3,530,358	\$3,756,601	\$2,349,540	\$1,900,384	\$103,179,896
Financial Software	\$18,065,880	\$9,201,577	\$3,801,924	\$5,698,215	\$1,731,240	\$3,206,898	\$72,778,583
Health Care Software	\$14,335,860	\$8,787,416	\$4,314,882	\$5,233,916	\$1,916,730	\$3,147,511	\$65,176,298
Health Care	\$3,685,080	\$1,692,658	\$694,002	\$970,807	\$741,960	\$1,009,579	\$14,866,154
Pharma	\$1,696,485	\$684,266	\$482,784	\$379,881	\$123,660	\$118,774	\$6,349,536
Higher Ed (College & Universities >500emp)	\$0	\$0	\$0	\$94,083,861	\$20,094,750	\$23,873,574	\$138,498,988
Government	\$9,679,098,555	\$1,687,796,110	\$273,255,744	\$200,746,004	\$72,897,570	\$90,268,240	\$23,645,074,145

3 Year Growth Potential




Current & Potential Market Sizing										
Summary - Growth Levers	SAM	Potential Target Accounts	All Time ACV	Current ARR	Current Customers	Closed Won ARR last 6 Qtrs	Won # of Accounts last 6 Qtrs	Current Pipeline	EST Number of Frameworks	Est Number of Frameworks (-1)
Upper Commercial (251-500)	\$87,789,061	5,551								
Lower Enterprise (501-1500)	\$131,997,446	1,942								
Health Tech (North America)	\$59,772,798	2,115								
Fintech	\$59,858,984	2,462								
KCM	\$260,050,448	7,810								
EMEA Upper COM/Lower Ent	\$89,136,427	2,186								
PST	\$317,072,291	13,028								
EMEA Select (UKI, NEBENELUX, ISRAEL)	\$154,136,318	6,319								
Software/SaaS Tech (Emerging, Lower Commercial, Upper, ENT) - North America	\$221,926,836	10,434								
Emerging (0-50)	\$262,995,016	15,732								
Lower Commercial (51-250)	\$116,381,970	5,551								
Israel Select (0-1500)	\$7,066,033	410								
Higher Ed (500+)	\$150,847,250	2,956								














Discussion #2: Discuss and Score the Options

Prioritization Matrix								
Weighting	20%	20%	10%	10%	5%	25%	10%	100%
Accountable/Owner	Marketing	Sales / Marketing	G2M	G2M	CFO	Product	Marketing	
	Market Size / TAM / SAM 5 = Big market 1 = Small market	Level of effort required to invest in GTM functions outside product 5 = low effort 1 = high effort	Is there a compelling reason to buy. Is this segment tech innovation buyer? 5 = High Fit 1 = Low Fit	Compliments other growth Strategies and direction we want to take the company/market 5 = high alignment 1 = low alignment	What is the potential cost if we deprioritize for the year? 5 - High cost to deprioritize 1 - low cost to deprioritize	Level of effort needed to make the product market ready and differentiated 5 = Low Investment 1 = High investment (new teams & skills)	Competitors have presence in segment. Will we have first mover advantage? 5 = Low Presence 1 = Strong Presence	
	Market Size Opportunity	Minimizes G2M Investments	Product-Market Fit	Alignment to long-term strategy	Opportunity Cost	Product investment required	Competition	Weighted Score
New Product 1	1	5	5	4	4	5	4	4.0
New Market 2	3	1	2	4	2	2	5	2.7
Existing Market 3	3	4	3	4	4	3	3	3.4
Existing Market 4	2	1	2	4	1	4	5	2.7
Customer Upsell 5	5	1	3	4	2	4	4	3.3
Geo 1	2	4	5	5	3	5	3	3.9
Geo 2	5	4	5	5	4	5	1	4.1
Geo 3	5	1	4	5	3	1	5	3.4



Target Segments

-  Focus Market
-  Further Research Needed
-  Deprioritized

 SMB	 State & Local	 Israel	 Canada
 ENT	 AWS S3	 EMEA*	 Azure
 Healthcare	 Life Science	 ANZ	
 US Fed	 DACH		





Workshop

Enterprise Considerations

- Strong reference accounts
- New Product Development

Market Size

\$132M SAM 1,248 Accounts

Current State

\$8,295,006 ARR
86 Customers
3.87% Market Penetration*

FY26 Goal

\$15,575,000 ARR
150 Customers
9.75 % Market Penetration

Customers



DATADOG

Salesloft.



snowflake

Worksheet

GTM Needs

- Notes

Product Needs

- Notes

Partner Opportunities

- Notes

Customer Needs

- Notes

Goal

Company Strategic Plan

Our Vision Every seller is loved by the buyers they serve #saleslove

Our Mission Equip companies to maximize revenue by creating a fantastic buying experience

Our Values Customers First - Glass Half Full - Bias Toward Action - Team Over Self - Focus On Results

Goals

1-YEAR	3-YEAR
Revenue Goal + Customer NPS + Employee NPS	#1 Market Leader + Revenue Goal

Core Strategies

ENABLING		GROWTH		
LEVERAGE CULTURE Invest in organization health	DELIGHT USERS Be the easiest product to use	COMMAND UPMARKET Attract and serve global enterprise customers	DELIVER FULL CYCLE Develop solutions for Account Executives & Sales Leadership	EXPAND IN EMEA Establish footholds in key markets

Metrics

% Employee Engagement	# NPS Score	Enterprise ARR	ARR by Team	Outside US ARR
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Lessons Learned

Must be CEO sponsored & owned

Gather input from stakeholders

More than three is too many



2

G2M Planning

One Plan - Marketing + Sales + Customer Success



**“Account based
doesn’t deliver
better leads. It
delivers better
pipeline.”**

– Craig Rosenberg

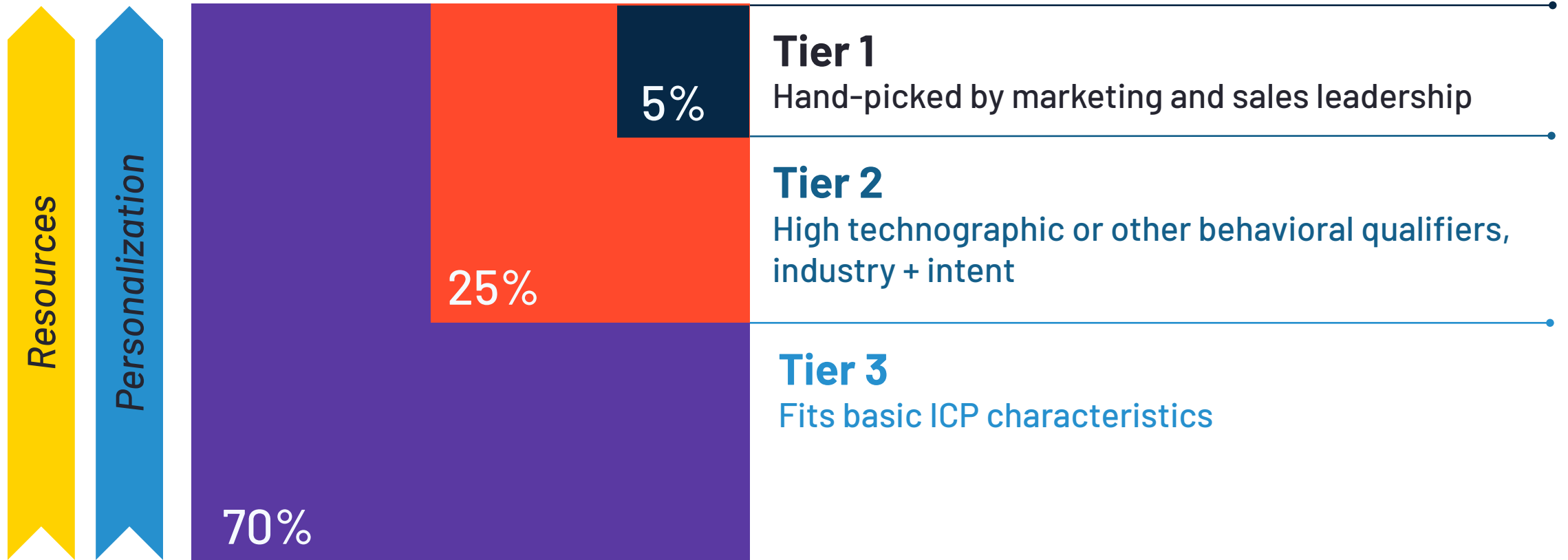
High growth companies are

2.5x

more likely to run account-based.



Selecting & Tiering Accounts



**Aligned with findings from Total Addressable Market analysis



Demystify Intent

First-party

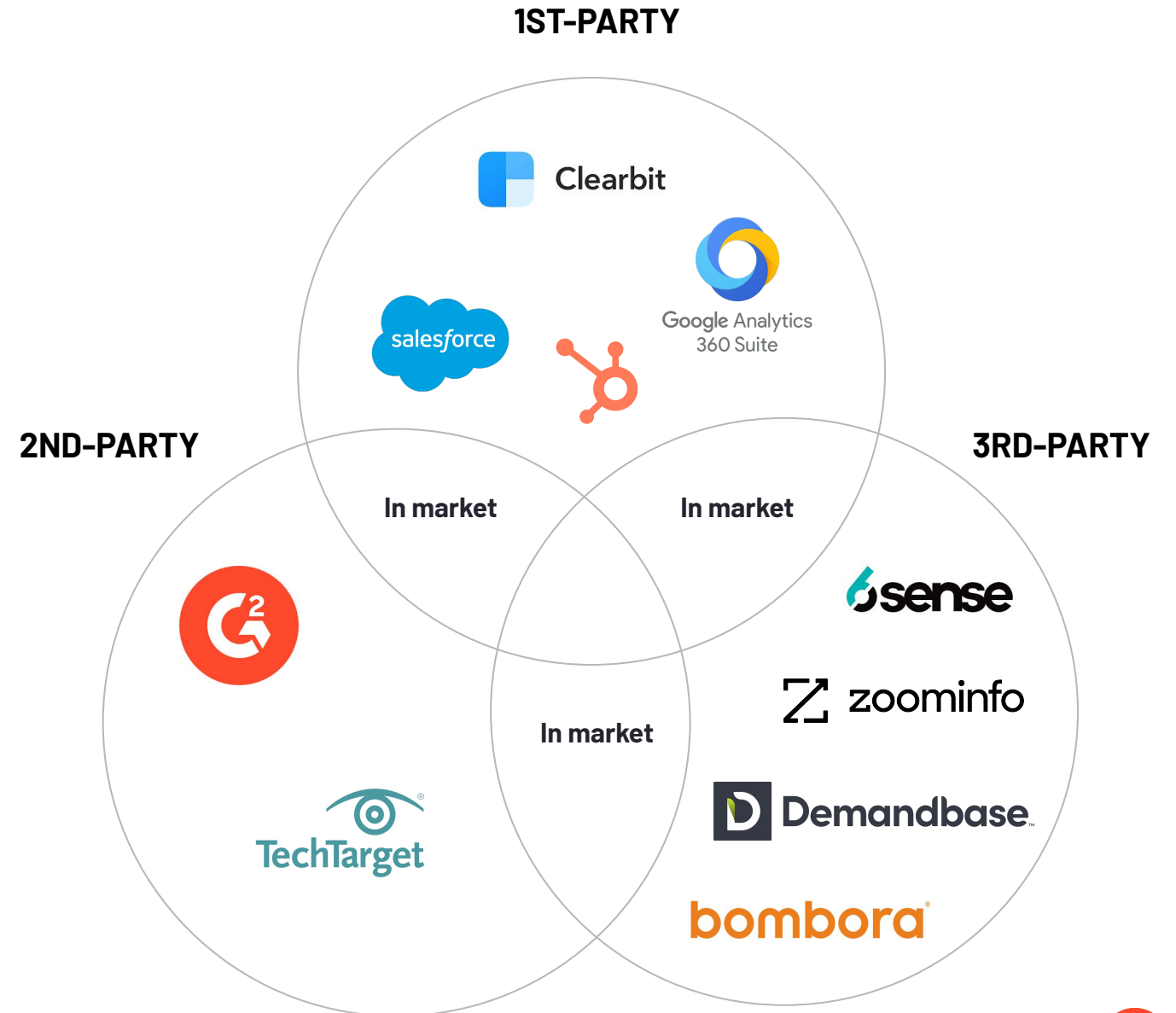
Data collected by you through your own digital properties, including website visits, email interactions, content downloads, and form fills.

Second-party

Data collected from another company's first-party data, which is then purchased for use by you.

Third-party

Data collected from activities, events, and intelligence across multiple sources, aside from your websites.



Target Accounts vs Engaged Accounts

Target Accounts

Helps rep focus on the highest quality accounts as well as understand marketing resources at their disposal. Use for equal account distribution.

Account Engagement Score

Helps rep understand recent account engagement on both sales and marketing activities

"This is my book of business."

"When the score is high, it's time to work this account more broadly & deeply with my SDR."





Executive Sign Off

User

Influencer

Internal Champion

Procurement

Technical Buyer

Technical Buyer

Lessons Learned

Include customers in target account list

Don't let reps pick their accounts

Manage the list



3

Coordinating Sales, CS & Marketing

Align teams to the customer experience



**Engaged
Accounts**

**Book
Meetings**

**Manage
Opportunity**

MARKETING

**Target
Account
Ads**

**Demand
Capture
Programs**

**Contact
Level Ads**

REVENUE

**Persona
Based
Cadence**

**Personalize
Multi-
Channel**

**Engage
+ Contacts**





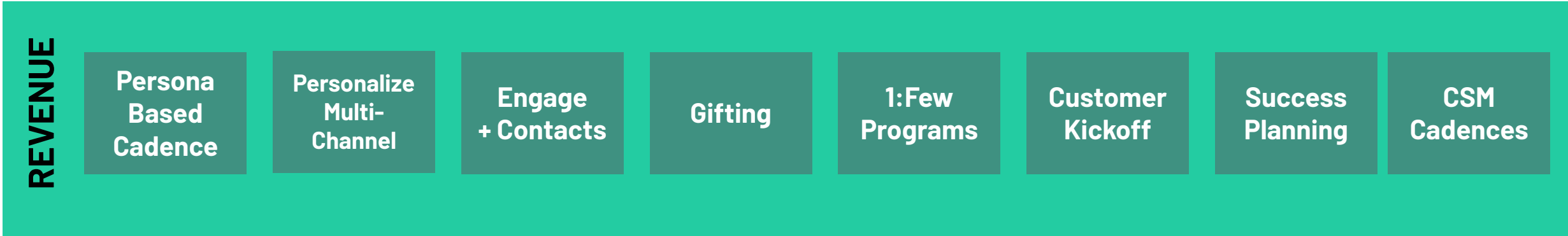
MARKETING

- Target Account Ads
- Demand Capture Programs
- Contact Level Ads
- Community
- 1: Few Programs
- Account-based ads

REVENUE

- Persona Based Cadence
- Personalize Multi-Channel
- Engage + Contacts
- Gifting
- 1:Few Programs
- Customer Kickoff





Lessons Learned

Change the approach by buying stage

Build out your buying committee

Connect to Community, Peer Networks, Experts



Q&A

Sydney Sloan, CMO @ G2

 **sydsloan**

