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5 Steps to Elevating GTM Transformation in Life Sciences

AI and automation are critical to the future of healthcare – 98% of life sciences organizations have or plan to implement an AI strategy and 99% expect that strategy to result in cost savings[1], which can be passed along to patients while providing better care.

But realizing these benefits requires a data-first approach. The cost of not doing so? A whopping 15% to 25% in revenue loss, according to MIT Sloan.

Go-to-market (GTM) leaders in life sciences, take note: you need to be on the frontlines of this data revolution.

As your enterprise continues to modernize its go-forward strategy, your GTM data needs to be at the front and center.

Here are five steps you can take to develop a healthier pipeline and grow revenue:

1. **Capture activity data automatically** from all the systems in your environment – along with your reps' inboxes, video calls, and calendars – and post it in the right places in your CRM, connecting all the GTM-related signals and bubbling up relevant insights in one place.

2. **Collect, aggregate, and analyze relevant KPIs** to continuously improve sales performance by establishing benchmarks based on leading indicators for top accounts and performers.

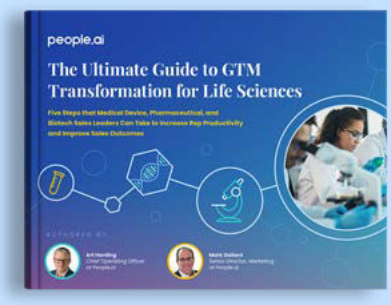
3. **Create sales leaderboards** to promote healthy competition amongst your reps, with team-, group-, and divisional-level visualizations that help identify top and bottom performers, paving the way for improvement plans.

4. **Use predictive analytics and AI on opportunities** to establish the behaviors and sales activities that have the most impact, with the right contacts, at the right time.

5. **Leverage GTM data** to make sales coaching, QBRs, and annual account planning more effective.

Organizations who follow these steps have realized outcomes such as:

- **43%** pipeline growth within 3 months
- **50%** increase in win rates
- **15%** larger deals
- **15–49%** increase in rep productivity
- **90%** accuracy of forecasts



Learn more about these steps and how to operationalize them with People.ai.

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1 4th Annual Optum Survey on AI in Health Care