

TAKEAWAYS

1

Orchestration, not outreach

Modern demand generation now depends on delivering tailored buyer experiences in the right place at the right time.

2

Specialization boosts performance

Reallocating AEs to focus on closing while empowering xDRs to own pipeline creation drives conversion and efficiency.

3

Customer Success should own expansion

Expansion and retention opportunities often go untapped; Customer Success can shape strategic account development.

4

Self-service channels are now a must

Modern buyers seek experiences with interactive web tools that qualify, educate, and convert sales autonomously.

5

Language alignment is a force multiplier

Consistent, buyer-centric messaging across Sales, Marketing, & CS ensures value is communicated in the buyer's language.

DISCUSSION

A

Does our demand strategy reflect a buyer-led, experience-driven approach?

B

How do we define and optimize roles across our GTM team to align with buyer behaviors?

C

Is Customer Success structured and incentivized to identify and activate customer expansion?

D

What friction exists in our digital buying journey that inhibits self-service revenue creation?

E

Does our entire GTM team speak the same language to our buyers? Do the buyers hear it?