

 Outreach Presents

UNLEASH

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Outreach Presents

UNLEASH **20**
26

AI MATURITY MODEL

Mapping the path to revenue excellence





AI Maturity Model

Mapping the path to revenue excellence



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Agenda / Topics



01

Revenue teams face new pressures

More complex deals, less resources, AI pressures are high

02

The AI Maturity Model

Four stages from fragmented execution to AI-efficient GTM

03

From theory to reality

How Indeed Flex is navigating the journey

Revenue Teams Face New Pressures



Deals are longer
and more complex



Leaders
must grow with
fewer resources



AI investments are
rising faster than
operating models



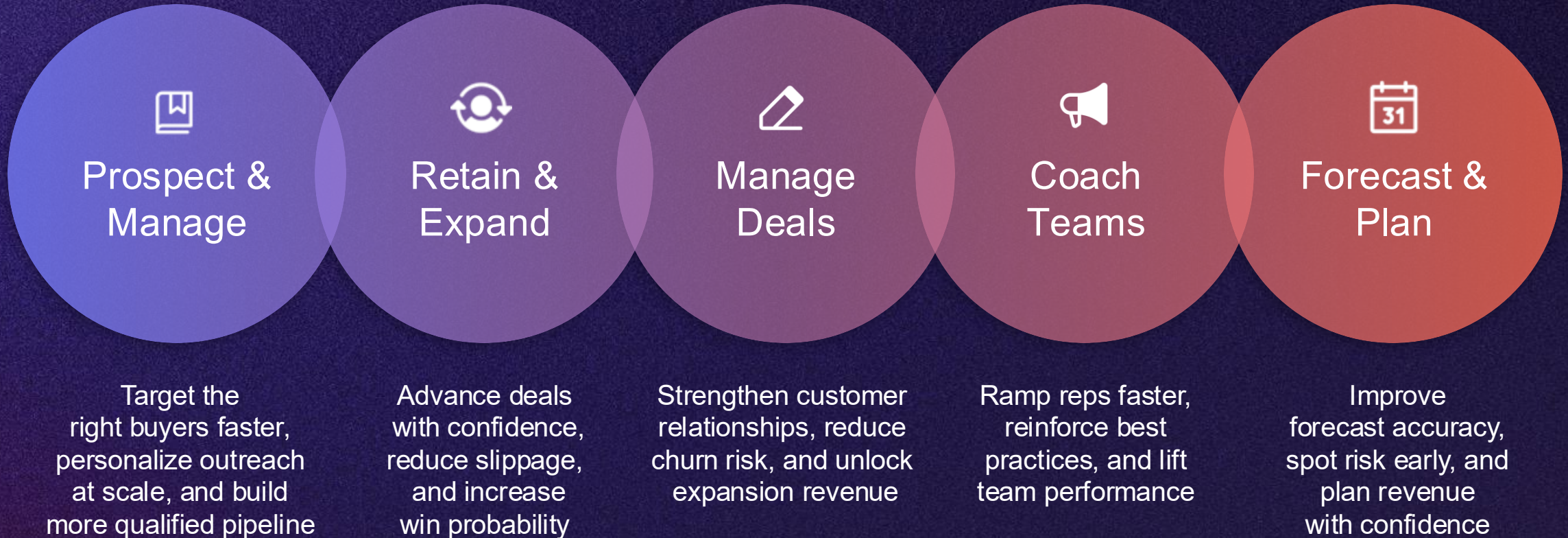
WHY AI MATURITY **MATTERS**

Having **AI** and
being **built for AI** are two
different things

Optimizing Workflows



To unlock revenue potential



AI Efficient GTM Maturity Model



Helping revenue teams move from activity to measurable impact

1

Traditional Sales Operations

Separate, systems, processes and organizational structure for Sales, Marketing and Customer Success

2

Connected RevOps

Inter-connected Revenue organization managing multiple teams with separate workflows and systems

3

Consolidated RevOps

Streamlined Revenue organization in early stages of designing and implementing common workflows



AI Efficient GTM

Advanced Go-to-Market ops orchestrating and optimizing teams of Humans and AI Agents executing joint workflows

Advancing Maturity Enables Predictable Revenue



1

Traditional

Reactive execution

2

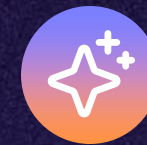
Connected

Partial Automation
+ low data trust

3

Consolidated

Connected workflows
+ Reliable visibility



AI Efficient

Predictive, scalable
revenue engine

What Changes as Your Maturity Advances



	1 Traditional	2 Connected	3 Consolidated	AI Efficient
AI Maturity	None	Early Experiments with AI in disparate systems	Experimental Comfortable with assistive AI, early AI Agent adoption	Advanced AI is a teammate that accelerates revenue outcomes
Productivity	Low Manual workflows	Neutral More output via automation	Accelerated Single platform streamlines workflows	Strategic AI agents handle complex low-value tasks
Revenue Visibility	Low Manually reported from spreadsheets	Untrustworthy Inaccurate reporting from siloed data & broken fields	Improved Better data, still some manual effort to connect insight + action	Predictive AI validates results & defines trends through modeling
Operation Model & Governance	None No formal ownership. Rep-driven	Fragmented Ownership emerges but split across teams	Centralized Center of excellence drives workflow design	AI-Enabled COE drives AI-first execution, guardrails, & readiness.
Tech Stack	Foundational systems only CRM, Dialer, Email, Calendar, Docs	Complex single workflow/single team point solutions Engage, CI, Forecast, Coach, Integrate	Consolidated platforms used by 2+ teams, 2+ workflows Orchestrate, Integrate	Unified platform with AI Agents supporting all teams & workflows Orchestrate, Integrate, Agents



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**THANK
YOU ♥**

