

Optimize the Use of Your GTM Teams with AI-powered Data and Automation

As the saying goes, a chain is only as strong as its weakest link. Successful go-to-market (GTM) team leaders are keenly aware of which of their organization's chains are most likely to break and understand how to reinforce them. How strong is the chain that links your GTM teams together?

Let's look at the first link. In most organizations, pre-sales solution engineers and sales reps bear most of the burden of converting prospects to customers. Motivated reps source deals for the engineers to support. Engineers use specialized knowledge to provide tech support and training skills along with RFPs. This link must remain secure so that the rest of the team can count on a predictable pipeline and high win rates.

Once accounts become active, professional services and customer success teams form additional links that can make for a smooth and rewarding experience for new customers. High-quality service ensures reps and engineers can expand existing relationships, keeping the chain strong and profitable. What common bond do successful GTM teams share in their sales planning efforts? The use of high-quality account engagement data, powered by AI and automation.

According to Map My Customers, "data has changed sales and territories from a vague art form to a more precise science. Territory mapping and management technology utilizes this data and makes it easier than ever to achieve well-balanced and high-performing territories. These tools also enable you to effectively analyze this data moving forward and optimize your territory management."

Unlock greater GTM team utilization and drive more revenue with this checklist:

- ☐ **Improved resource allocation:** Leadership relies on rep productivity metrics to determine where resources need to be allocated. These metrics give management the ability to achieve optimal resource utilization.
- ☐ **Increased sales capacity:** Optimized sales resource allocation means optimized account coverage. Sales, pre-sales, and marketing teams all operate efficiently, at full capacity.
- ☐ **Improved quota attainment:** Sales reps, leaders, and support staff use resource allocation data to support all key deals and exceed quota.
- ☐ **Reduced sales churn:** Retention rates increase as reps feel support from management and achieve quotas at record rates. Organizations build on team success while avoiding costly turnover.

The most successful GTM teams use AI, automation, and data to make their weakest links unbreakable

Provide your GTM teams with the account engagement data and historical insights they need to allocate resources more efficiently and accurately than competitors that rely on predictions and guesswork. Territory design will become easier and more equitable. Accounts can be assigned or reassigned based on facts, rather than waiting for complaints from customers. And business and deal reviews are more effective because they're fueled by data, not anecdotes.

In the end, reps, pre-sales engineers, service consultants, and customer success personnel become more available and give customers a better all-around experience. So when sales people ask for more business, satisfied customers are happy to give it.



Automated Activity Capture

Capture and match rep activities such as emails and meetings to the correct accounts and opportunities within a centralized location: your CRM. This not only relieves reps of time-consuming administrative tasks, but it also rescues management from having to chase reps to self-report activities so they can stay focused on leading and coaching the team. Automation also helps provide a full audit trail of account activity, helping ramp up new team members or successors when accounts change hands.



Account Engagement Data

Prioritize resources and assign accounts to territories and reps based on objective, quantifiable data. No more relying solely on gut instincts or success stories to determine who and what is driving sales. Understanding how well reps have penetrated their accounts will also pay dividends during annual planning season, when account-level strategies are put in place.



Sales Capacity Metrics

Maintain balance by ensuring each rep has enough accounts to exceed quota and avoid burnout. Because People.ai automatically populates all time spent on a given account or opportunity, sales leaders can also reassign supporting resources such as a solution engineer as needed, ensuring workloads are equitable across teams.

How video conference market leader Zoom used People.ai to increase rep productivity and their sales pipeline by 43%

"People.ai is one of the key tools for managers to keep their finger on the pulse of what's actually going on with their teams. Arming them with ready-made information so they can ask the best questions to get the best answers in their 1:1s—I think it levels up everyone's game. I think that's crucially important in sales."

Zoom Sales Enablement Analyst

zoom

Outcomes Included:

42% increase in rep bookings

37% increase in meetings per rep

43% increase in overall pipeline

[Read the full case study](#)

Plan ahead with People.ai's AI-powered sales solutions

Learn more about how your GTM teams can use AI, data, and automation to optimize selling capacity, improve job satisfaction, and close more deals.

[Download our workbook](#) or [request a demo today](#).