

5 Steps to Producing Successful GTM Transformation in Manufacturing

Nearly 95% of manufacturing leaders agree that automation and AI are critical to their company's digital transformation efforts.

But meaningful change 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 manufacturing, 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 more predictable 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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