



Lean, Mean, GTM Machine

Making Every Move
Count for Maximum
Efficiency



Josh Ren

**DIRECTOR OF REVENUE
OPERATIONS**



Budget **tightening**



Budget **tightening**

Less people to do
more work



Budget **tightening**

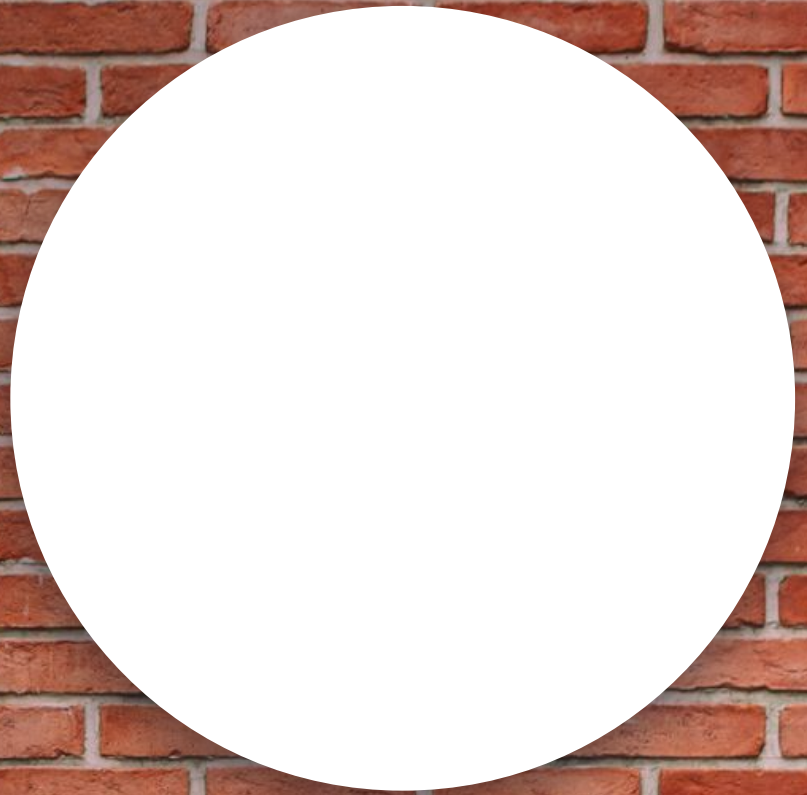
Less people to do
more work

Traditional strategies
simply **won't work**
anymore

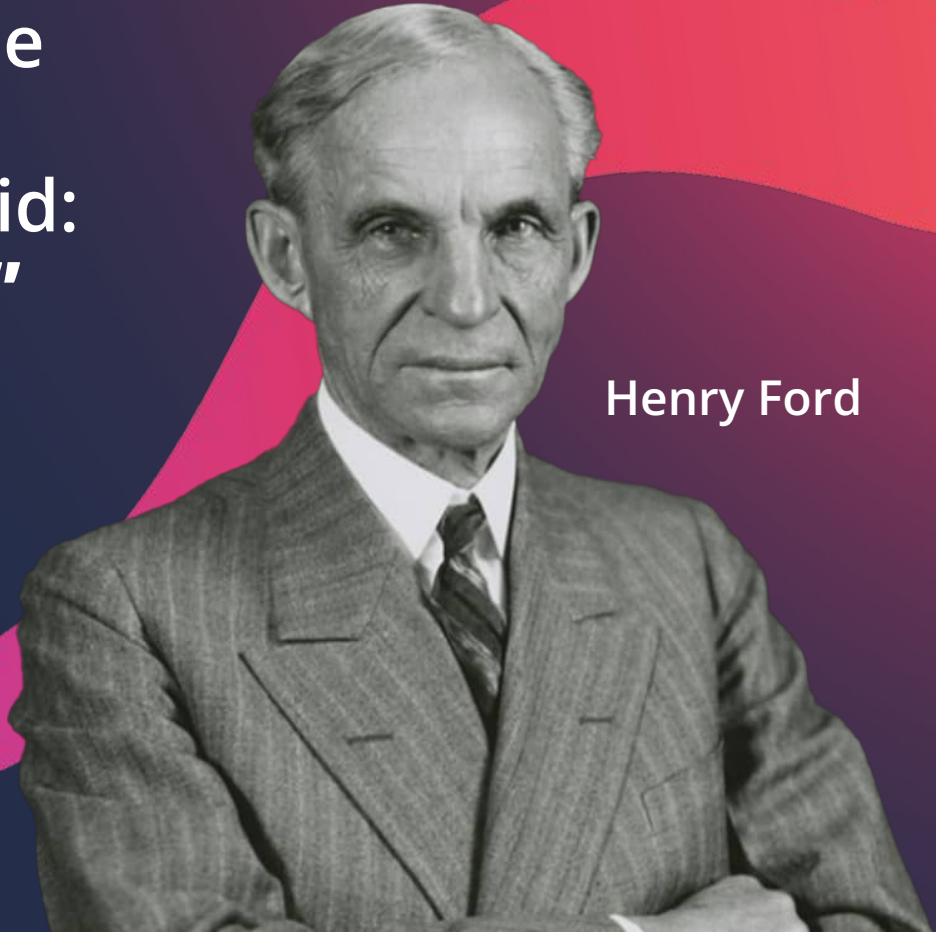


Bang Head

Here



“ If I had asked people
what they wanted,
they would have said:
FASTER HORSES... ”

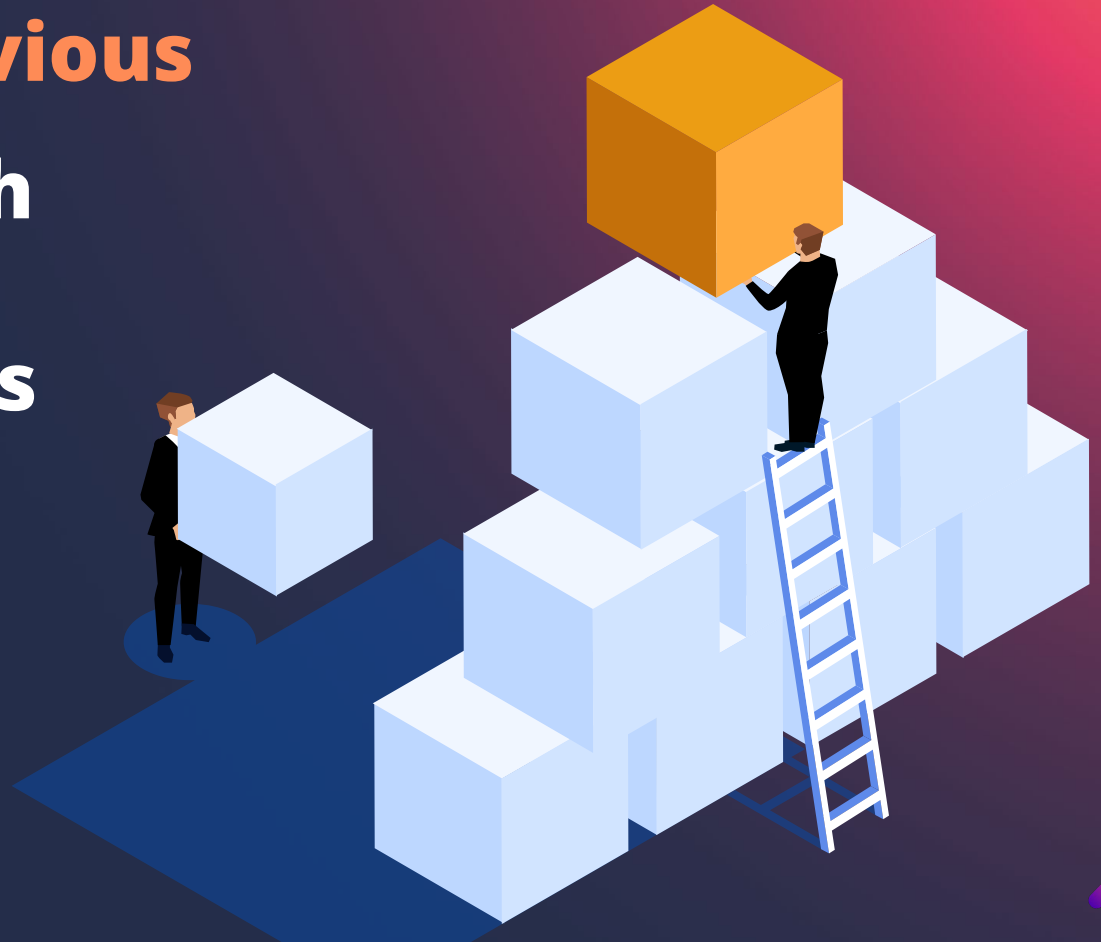


Henry Ford



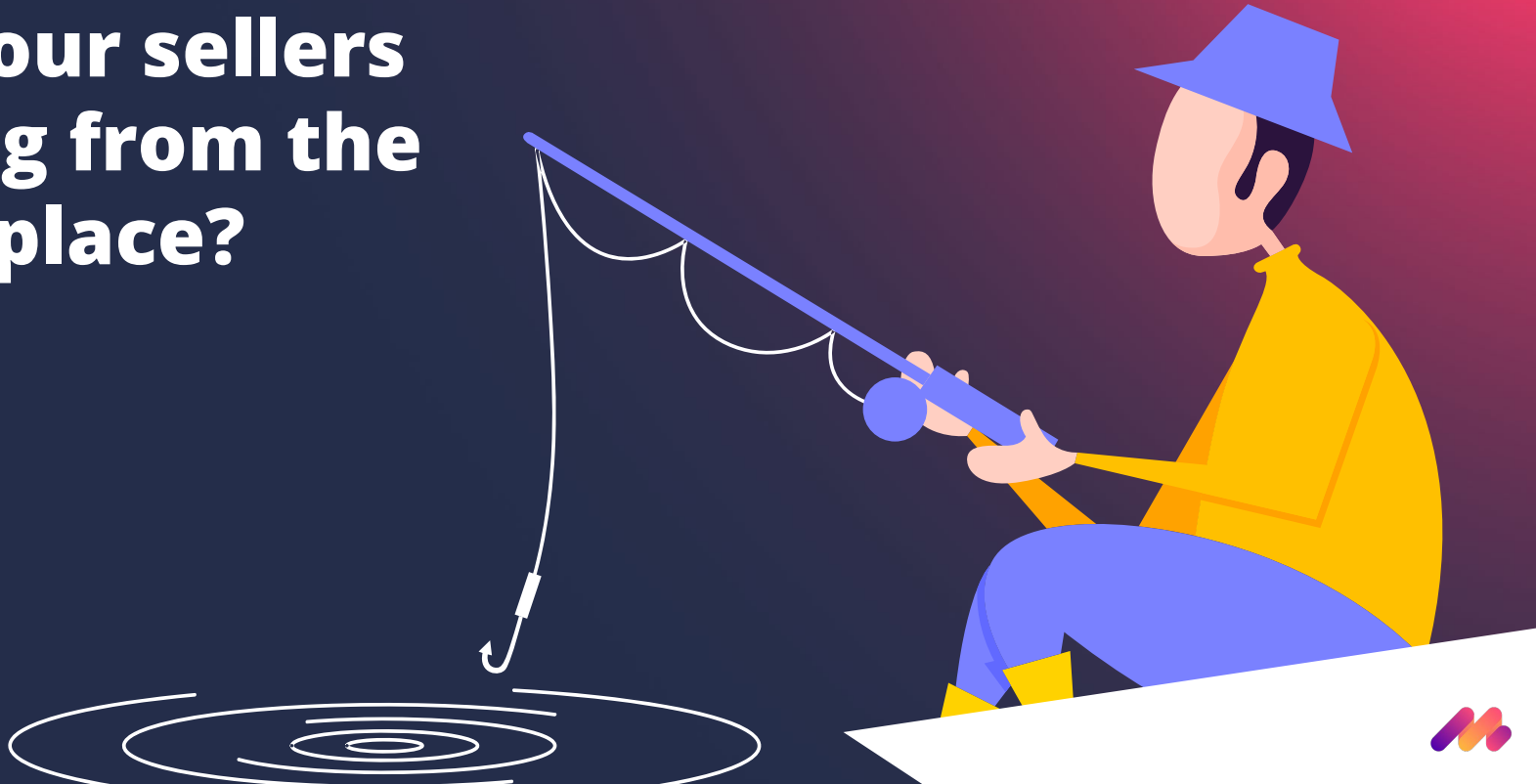
Stating the obvious

Alignment with
over-arching
corporate goals
& strategies



Target ICP

**Are your sellers
fishing from the
right place?**



Focus Focus Focus – Efficiency is paramount

Discover how to ensure every call and contact aligns with your ICP and how RevOps can support this precision targeting.

Hyper focus all of your sales and marketing efforts into this small group of ICPs.

Don't just think about company fit (i.e. the company is the right size or right revenue numbers), also consider your product fit and maturity.



**Arming the team
with the right
information**



“One-stop shop” for sales



Sales methodology

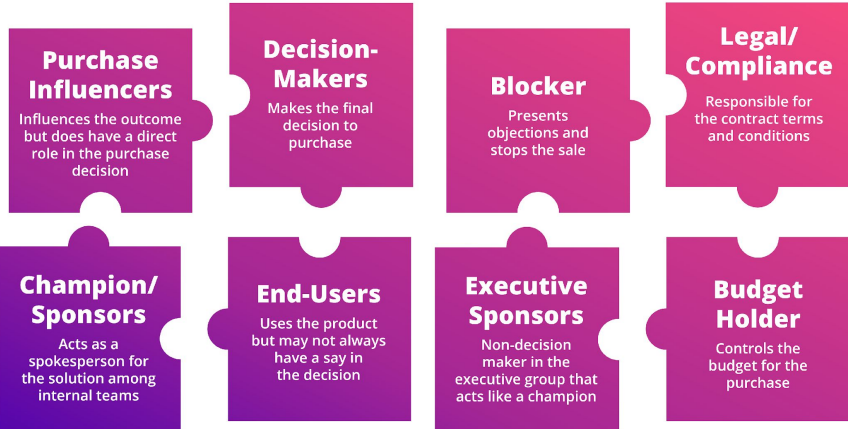
Creating an
efficient sales
process



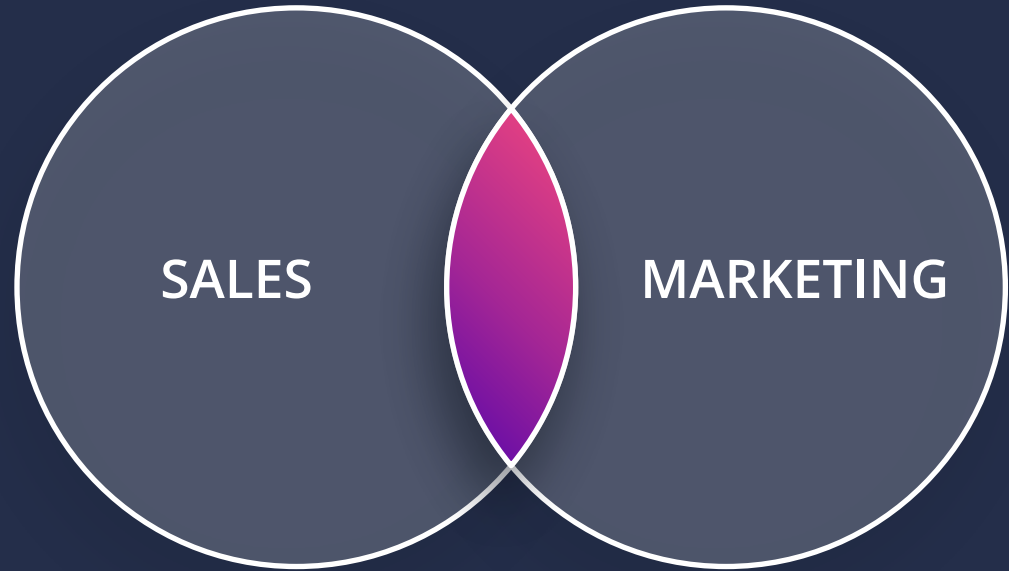
Map out the key stakeholders and prospect org chart

- Identify buying centers or key stakeholders
- Whitespace analysis
- Don't forget the legal/finance/paper process

ROLES OF THE BUYING COMMITTEE



- Sales understands how marketing leads are defined, created, and routed
- Sales agrees on the definition of GTM metrics
- Marketing understands the sales cycle and its complexity
- SLAs are clearly defined and agreed upon



Removing the guessing game from Day 1



Sales onboarding/ offboarding SOPs

- Onboarded reps have their accounts and opportunities already assigned to them
- Access for tools should already be granted
- Territories/routing changes already configured



Leads and deal reg based on territory mapping

- Territory mapping dictates everything routing relates; account ownership, lead routing, deal registration routing, anything that involves routing
- Aligns territories across teams and simplifies the routing process





**If you only
learned
three things
from this
session...**

- 1** Be hyper focused
- 2** Have a clearly defined sales process
- 3** Keep it simple

