



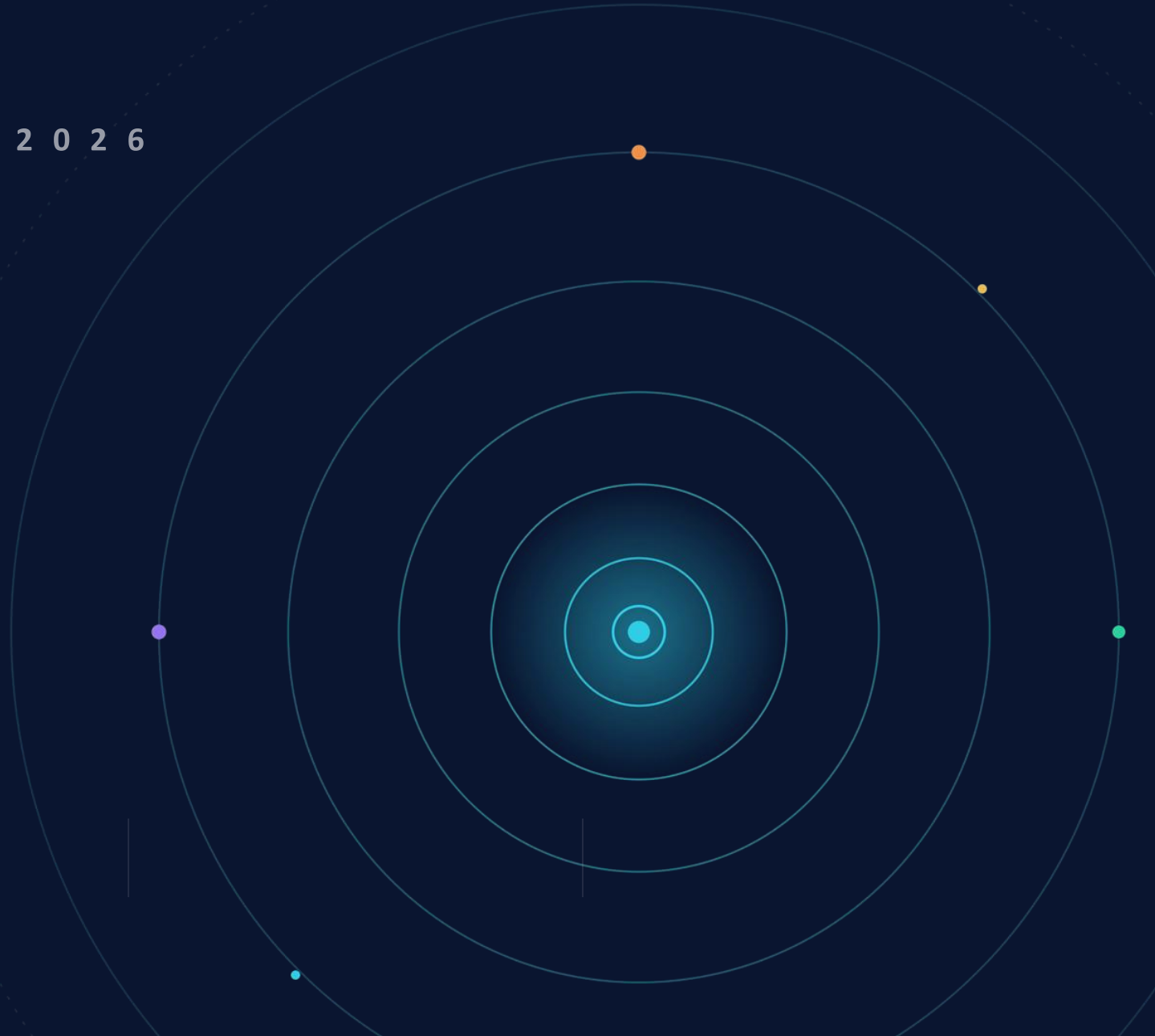
I N T E L L I G E N T G T M I N F R A S T R U C T U R E

C O M P A N Y · O V E R V I E W | Q 2 2 0 2 6

The GTM *Engineering* Company.

An overview of how we turn **data**, **signals** and **systems** into
predictable pipeline - at scale.

WWW.THEGTMSTUDIO.IO



• THE PROBLEM | FOUR SYMPTOMS

Traditional GTM is *broken*.

Most companies struggle to scale revenue - not because they lack tools, but because their GTM motion was never *engineered* to work as a system.

01 • DATA

Fragmented data

CRM records are outdated, incomplete and scattered. Reps guess instead of act.

02 • OUTREACH

Noisy outreach

Sporadic, generic, poorly timed campaigns that buyers ignore - volume without pipeline.

03 • TOOLING

Disconnected tools

Your stack doesn't talk to itself. Marketing, sales and ops run in silos.

04 • PEOPLE

Hero-seller dependency

Growth hinges on a few top performers, not systems. When they leave, pipeline goes too.

More tools haven't created better GTM - they've created *more complexity*. What's missing isn't another tool. It's the *engineering* to make them work together.

• THE REAL COST

The cost isn't slow growth - it's *wasted effort*.

0 1 Pipeline quality declines

Volume goes up, conversion collapses. More leads, fewer deals - and reps lose trust in their own data.

0 2 Spend rises, ROI falls

SDR and marketing budgets grow while cost-per-opportunity climbs. The model breaks before it scales.

0 3 Growth takes years

What should take quarters stretches into years of trial and error - and the window of opportunity closes.

0 4 Signals missed

Buying intent is spotted too late, or not at all. Competitors with sharper systems get there first.

The problem isn't *effort*. It's *orchestration*.

• THE DISCIPLINE

What is *GTM Engineering*?

DEFINITION

GTM Engineering is the discipline of designing revenue systems where **clean data**, **real-time signals** and **human creativity** converge - to reach the right buyers with the right message at the right time.

WHAT IT REPLACES

Guesswork	→	Structured workflows
One-off campaigns	→	Repeatable GTM motions
Static ICPs	→	Signal-driven prioritisation
Hero-seller dependency	→	Engineered, scalable systems

Sitting at the intersection of *Sales*, *Marketing*, and *RevOps* - unified into one growth engine.

• THE FRAMEWORK

Core Components of *GTM Engineering*.

From data to insights - a closed-loop revenue engine that learns, adapts and compounds over time.

01	DATA	Market Intelligence Map and enrich your addressable market with signals.	5 - 10× MORE ACCOUNTS
02	WORKFLOWS	Workflow Automation Build repeatable, scalable GTM motions.	\$\$\$ SAVED SDR TIME AND COST
03	CONTENT	Personalised Messaging Craft messaging aligned to role, timing and context.	2 - 3× HIGHER REPLY RATE
04	ENGAGEMENT	Campaign Execution Run coordinated multi-channel campaigns.	multi - channel ONE MOTION
05	INSIGHTS	Campaign Optimisation Surface what works. Feed your pipeline.	Live SIGNAL → ACCURACY → ACTION

THE FULL JOURNEY

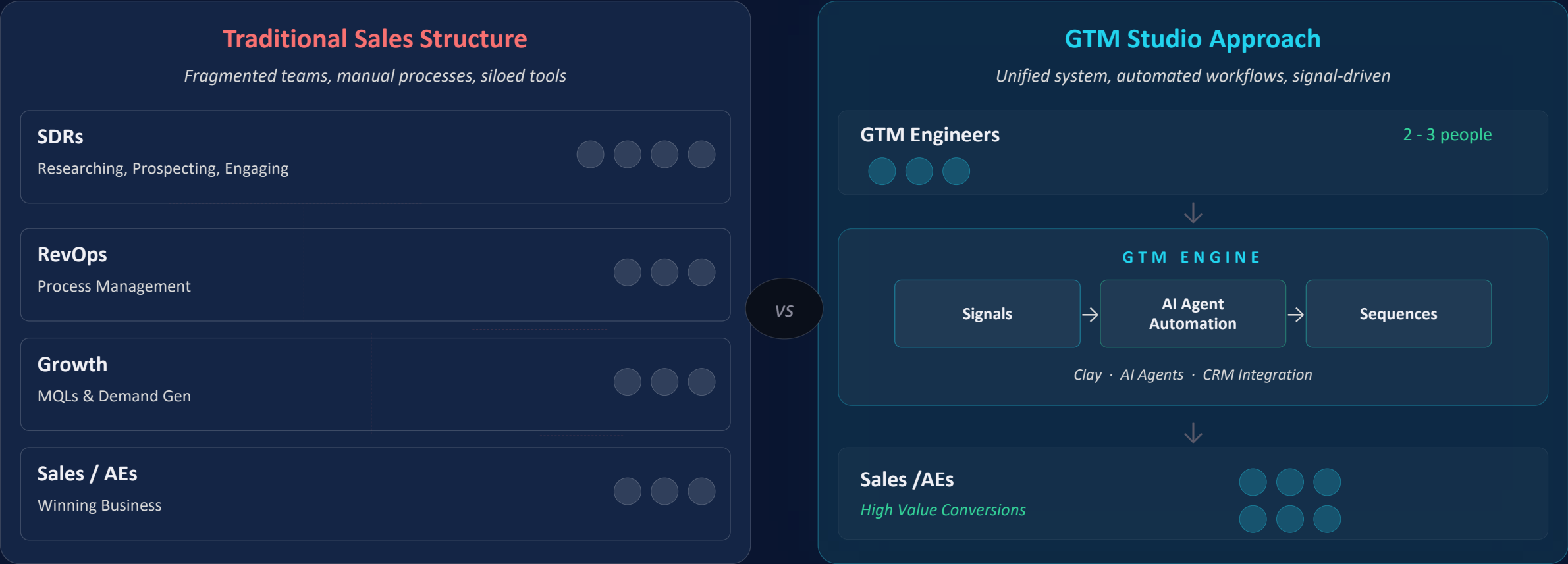
From targeting to *close*.

DEFINE TARGETS	COLD OUTREACH	INBOUND ENQUIRY	QUALIFIED OPP	DISCOVERY	PROGRESS TO CLOSE
01 FOUNDATION Define target accounts and contacts Build a precise, enrichable map of your TAM.	02 OUTBOUND Engaging outreach to new contacts Multi-channel sequences, triggered by signals.	03 MQL Enriched responses to inbound interest Every lead arrives in CRM already enriched.	04 SQL Improve lead to opportunity conversion Routing, scoring and handover - automated.	05 DISCOVERY Use data for high-impact first meetings Account briefs and context, pre-written.	06 FORECASTED Signals for regular contact with prospects Multi-thread deals with timely intelligence.

Applies to *New Business*, *Upsell / Cross-sell* and *Channel Sales* - one engine, every motion.

• OUR APPROACH

From chaos to *engineered growth*.



Fewer people. Better systems. *More pipeline.*

• PIPELINE COMPARISON

Same quarter, same ICP, *very different pipeline* .

GTM Engineering at the top of the funnel, not people. Better accuracy. Better scale. Pipeline at the size of your real TAM, not your headcount.

T R A D I T I O N A L S D R		G T M E N G I N E E R I N G	
Lower volume, generic messaging		High volume, precise targeting	
Industry standard · email + LinkedIn		Signal-driven · email · LinkedIn · AI voice · direct mail	
A C C O U N T S	1,000	A C C O U N T S	5,000
C O N T A C T S	5,000	C O N T A C T S	25,000
O P E N R A T E	25–40%	O P E N R A T E	50–60%
E N G A G E M E N T	1.5–3%	E N G A G E M E N T	8–12%
~15–30 # Leads		~500 # Leads	

Same inputs. Sharper signals. *10× the pipeline.*

• THE IMPACT

Business benefits of *GTM Engineering*.

01 • ACCELERATE PIPELINE

3 - 5 × more qualified outreach

Faster pipeline creation

Automated, personalised campaigns that convert - without adding headcount.

02 • CROSS-SELL / UPSELL

15 - 25 % lift in account revenue

Timely engagement across the base

Surface signals across your existing accounts - and act on them while they're warm.

03 • EFFICIENCY

Fewer SDRs · better outcomes

Automate day-to-day engagement

Free your team to focus on closing - and reduce cost-per-opportunity.

04 • WIN RATE

+ 20 % lift in win rates

Faster deals, improved conversion

Multi-threading and buyer signals shorten cycles and lift conversion at every stage.

• OUR SOLUTION STACK

The tools behind *engineered growth*.

CRM
Your CRM

HubSpot Pipedrive Attio

Salesforce Zoho + Others

ICP DATA
Sources

ZoomInfo Firmable BlitzAPI

Apollo Crunchbase + Others

DATA
Orchestration

Clay Supabase

N8N DiscoLike

SIGNAL LISTENING
Intent inputs

Bombora Ocean.io + Others

Capterra G2

ENRICHMENT
Data hygiene

Clearbit BuiltWith + Others

SimilarWeb Forrester

INTENT DATA
Buying signals

TrustRadius 6Sense + Others

PeerSpot DemandBase

SOCIAL
Social inputs

LinkedIn Trustpilot

Meta Phantombuster

OUTREACH
Sending infra

Email Bison Smartlead

Instantly

CONTENT
AI & writing

Anthropic Open AI

Clay

ENGAGE
Channels

EmailBison NL Pearl

HeyReach HeyGen

INFRA
Foundation

Cursor Apify Zapmail

GoDaddy Jina Reeon

CORE
Clay

Operating layer for every workflow

• COMMERCIAL MODELS

A model for every stage of *your journey*.

YOU RUN IT

Self-Serve

ANY TAM · BUILDING IN-HOUSE KNOWLEDGE TRANSFER

- GTM workshop & strategy session
- Tool selection advisory
- GTM tools implementation
- GTM engineering knowledge transfer
- CRM data hygiene setup
- System integration guidance

BEST FOR

Teams who want their own solution stack or budget constrained

WE BUILD IT

Starter

TARGETED TAM · SMALL MARKETING 1–3 SALESPEOPLE

- Reduced GTM Studio tech stack
- Lead generation & qualification
- Partner recruitment
- Event strategy & execution
- Website tracking & analytics

BEST FOR

Growing companies building their first repeatable pipeline.

WE SCALE IT

Enterprise

LARGE TAM · MATURE MARKETING 4+ SALESPEOPLE

- Complete GTM Studio tech stack
- CRM data hygiene & enrichment
- Lead generation & scoring
- Events & website tracking
- Partner recruitment & enablement
- Cross-sell / upsell programs
- Voice & outbound campaigns

BEST FOR

Scaling companies that need a complete, managed GTM engine.

Not sure which fits? Every engagement starts with a *1-to-1 workshop* - not a contract.

• WHERE THIS APPLIES

Use cases and *workflows*.

Workflows are your GTM playbooks - prebuilt, data-powered and ready to deploy. Each is a complete motion, from signal to sequence to revenue.

Think of workflows as your GTM playbooks - prebuilt, data-powered, and ready to deploy.

- A repeatable, end-to-end GTM motion
- Combines data, tools, CRM, automation
- Sole intent: drive revenue outcome

DATA	ICP Data	CRM Hygiene	Enrichment	Signals
INBOUND	MLQ	Inbound Enquiry	Referrals	Website Visitors
OUTBOUND	Lead Gen	Events	Partners	Direct Marketing/Ads
NURTURE	Discovery Follow-up	QBR Preparation	Cross-Sell/Upsell	News and Signal Sharing
ENGAGE	Reply	Email/LinkedIn	Left Company	Out of Office

• DATA FOUNDATION

Prospect *insight blocks*.

Curated, enriched datasets that turn market data into outreach-ready intelligence.

Built for high-quality, outreach-ready targeting across campaigns:

- Map accounts and relevant stakeholders
- Size your market with confidence
- Feed campaign planning and activation
- Power hyper-personalised outreach at scale

360°

view of every account & contact in your TAM

FIRMOGRAPHIC

Who they are

Industry · Headcount · Funding rounds · Revenue band · Geography · Subsidiaries

TECHNOGRAPHIC

What they use

Tech stack · Current vendors · Recent migrations · Integrations · Website infra

INTENT & SIGNALS

Why now

Hiring signals · News & PR · Job changes · Strategic priorities · Recent incidents · Expansion markets

PERSONAL & ENGAGEMENT

How to reach them

Role & seniority · Tenure · LinkedIn activity · Posts & comments · Group membership · Shared connections · Languages · Time-zone

• ENGAGEMENT TIMELINE

Campaign tasks and *timeline*.

A structured engagement from scoping to scale - with clear milestones at every phase.

1

2

3

4

PHASE 1 • WEEKS 0-2

Scope & Sign

- Scoping workshop
- Commercial alignment
- SoW agreement

PHASE 2 • MONTHS 1-2

Build the Engine

- RevOps & data workshop
- Marketing & sales workshops
- TAM/SAM/SOM aggregation
- Domain & mailbox setup
- Workflow configuration

PHASE 3 • MONTHS 3-7

Run & Optimise

- Daily messaging sequences
- Monthly TAM refresh
- Performance reporting
- Strategic GTM advisory
- Lead handover to sales

PHASE 4 • POST

Transfer & Renew

- Data transfer
- Team training
- Best practices
- SoW renewal

Engagement starts with a *workshop*, not a contract - and scales as your pipeline does.

• COMPANY PROFILE

Who we are, *at a glance.*

01 · LEGAL ENTITY

The GTM Studio Pte Ltd

Established 2025

Full legal name. Singapore-incorporated private limited company. Registered office at 105 Cecil Street, Singapore

02 · TEAM SIZE

5 + 10

Lean by design

Five-person core team supported by a vetted pool of ten approved contractors. Scaled to each engagement.

03 · LOCATIONS

Singapore

One headquarters

Singapore HQ only. Partners and contractors deployed across the world to support client engagements.

04 · CREDENTIALS

Singapore EDB + Clay

Accredited partner network

Singapore EDB approved partner via Asia Market Entry. Official Clay Club Host for Singapore.



THANK YOU | LET'S BUILD TOGETHER

The GTM *Engineering* Company.

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