

GTM enablement strategy foundation

| Strategic element       | Current state   | Desired state   | Gap analysis   | Action items   | Owner                |
|-------------------------|---|---|--|--|----------------------|
| Market understanding    | General understanding of key industries but lacking deep insights | Deep, data-backed market insights that drive strategy | Limited use of customer research and industry trends | Conduct quarterly market research and competitive analysis | Market research lead |
| Target customer profile |   |   |  |  |                      |
| Value proposition       |   |   |  |  |                      |
| Sales process alignment |   |   |  |  |                      |
| Technology stack        |   |   |  |  |                      |

Enablement needs

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| Role                | Challenge                               | Knowledge requirements                     | Skill requirements                            | Tools needed                          | Training priority | Timeline | Budget |
|---------------------|---|--|---|---------------------------------------|-------------------|----------|--------|
| Sales Development   | Struggles with cold outreach conversion | Product positioning, competitive landscape | Effective cold calling, email personalization | Outreach.io, LinkedIn Sales Navigator | High              | 3 months | \$\$   |
| Account Executives  |   |  |   |                                       |                   |          |        |
| Solutions Engineers |   |  |   |                                       |                   |          |        |
| Customer Success    |   |  |   |                                       |                   |          |        |
| Sales Leaders       |   |  |   |                                       |                   |          |        |

Training plan

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| Training module    | Learning objectives                               | Target audience | Format           | Duration | Materials required         | Delivery date |
|--------------------|---|-----------------|------------------|----------|----------------------------|---------------|
| Product training   | Deep understanding of product features & benefits | SDRs, AEs, SEs  | Live & on-demand | 2 hours  | Product decks, demo videos | March 15th    |
| Sales methodology  |   |                 |                  |          |                            |               |
| Industry knowledge |   |                 |                  |          |                            |               |
| Systems training   |   |                 |                  |          |                            |               |
| Competitive intel  |   |                 |                  |          |                            |               |

# Metrics tracking

| Metric   | Target | Actual | Status            |
|----------|--------|--------|-------------------|
| Win rate | 25%    | 20%    | Needs improvement |
|          |        |        | On track          |
|          |        |        | Exceeding target  |
|          |        |        | Almost there      |
|          |        |        |                   |
|          |        |        |                   |
|          |        |        |                   |

# Roadmap

| Initiative                            | Owner                   | Start date       | End date          | Status      |
|---------------------------------------|-------------------------|------------------|-------------------|-------------|
| <i>Develop new sales<br/>playbook</i> | <i>Sales Enablement</i> | <i>March 1st</i> | <i>March 30th</i> | In progress |
|                                       |                         |                  |                   | Planned     |
|                                       |                         |                  |                   | Completed   |
|                                       |                         |                  |                   | Pending     |
|                                       |                         |                  |                   | Pending     |
|                                       |                         |                  |                   | Pending     |
|                                       |                         |                  |                   | Pending     |