The Future of GTM

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Keys To GTM Success

"If we did all of the things we are capable of doing, we would literally astonish ourselves." --- Thomas Edison
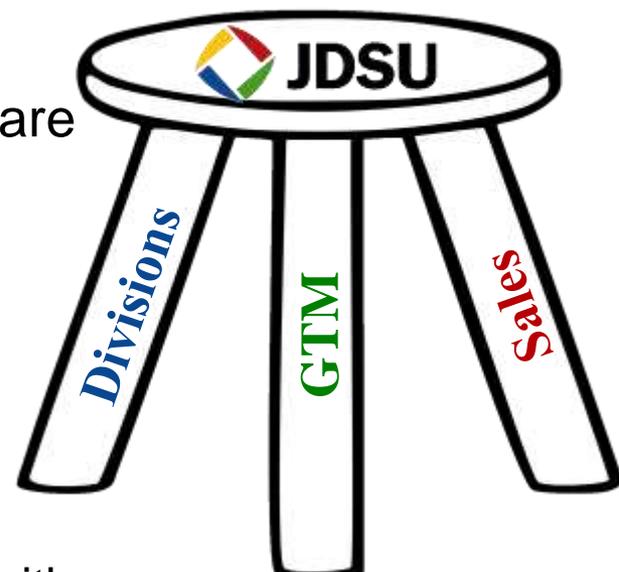
- Improve alignment between GTM and other CommTest functions by further socializing and validating the mission

- Drive systems and process improvement related to lead management to ensure ROI on GTM activity

- Move from an operational model to a true marketing model

- Share and standardize best practices

- Address cultural issues

Cross Functional Alignment

"Of all the things I've done, the most vital is coordinating the talents of those who work for us and pointing them toward a certain goal." --- Walt Disney

- A wobbly stool: All three legs are there but not all are equal length

- Situation Today
  - GTM, BU's and Sales are not all in-step with one another

- What's Needed to Evolve?
  - Align the BU and GTM strategies of the segments with one another and bring to Sales Team
  - Review GTM charter and tactics to ensure we are meeting the needs of the organization (and vice versa)
  - Evaluate our performance against expectations of stakeholders
  - Improve how we meet with and report to each other
  - Evangelize the GTM concept throughout CommTest

Improve Lead Management

- Leaky Funnel - Leads generated from marketing activities not followed-up by sales force

- Situation Today
  - We can always generate more leads but quantity is not currently our problem
  - Leads generated by marketing activities are not nurtured – no closed loop
  - Multiple systems and processes in use for leads

- What's Needed To Evolve?
  - Collaboratively understand what's broken
  - Change the metrics: Marketing Qualified Leads (MQL) vs. Sales Qualified Leads (SQL)
  - Define the process and hand-offs
  - Evaluate and improve our tools

GTM Programs

Leads

Sales Opportunities Closed

Take The Next Step

"You can't just keep doing what works one time, because everything around you is always changing." --- Sam Walton, Founder, Wal-Mart

- **Where are we today?**
  - Strong focus on building process and structure over the past 18+ months
  - Operational model has checked off a lot of boxes
  - Measuring quantity of output vs. Marketing ROI

- **What's needed to evolve this function?**
  - Change our metrics
  - Content management
  - Launch Gates need to be more impactful, not just a check box
  - Web projects
  - Market Analysis

Communicate and Standardize Best Practices

"Don't bother just to be better than your contemporaries or predecessors. Try to be better than yourself." --- William Faulkner

- Eggs vs. Omelettes: GTM exists to create differentiated messaging that resonates with customers and empowers Sales

- Situation Today
    - GTM has made great progress toward changing the game for marketing CommTest solutions
    - Segments, divisions and regions are "doing their own thing"
    - Adoption of tools and methodologies has been inconsistent

- What's Needed to Evolve?
    - Value proposition training for the entire organization
    - Our own innovation council for regular sharing of what works
    - Greater recognition of innovative marketing ideas

Competitors   vs.

Culture

- GTM

- Situation Today
  - Results of employee engagement survey and anecdotal data indicates a need to change our culture
  - Stability has been an issue within the organization that takes focus away from getting the job done
  - GTM members have indicated a need to consistenly "do our own PR" because the organization doesn't know what we do

- What's Needed To Evolve
  - Reduce administrative/non-selling activities
  - Better define roles & responsibilities inside and outside of GTM
  - Create a plan for personal improvement that provides time for training and incentive for achievement
  - "Leadership that is better at prioritizing rather than demanding everything at once, so people don't feel so overwhelmed"