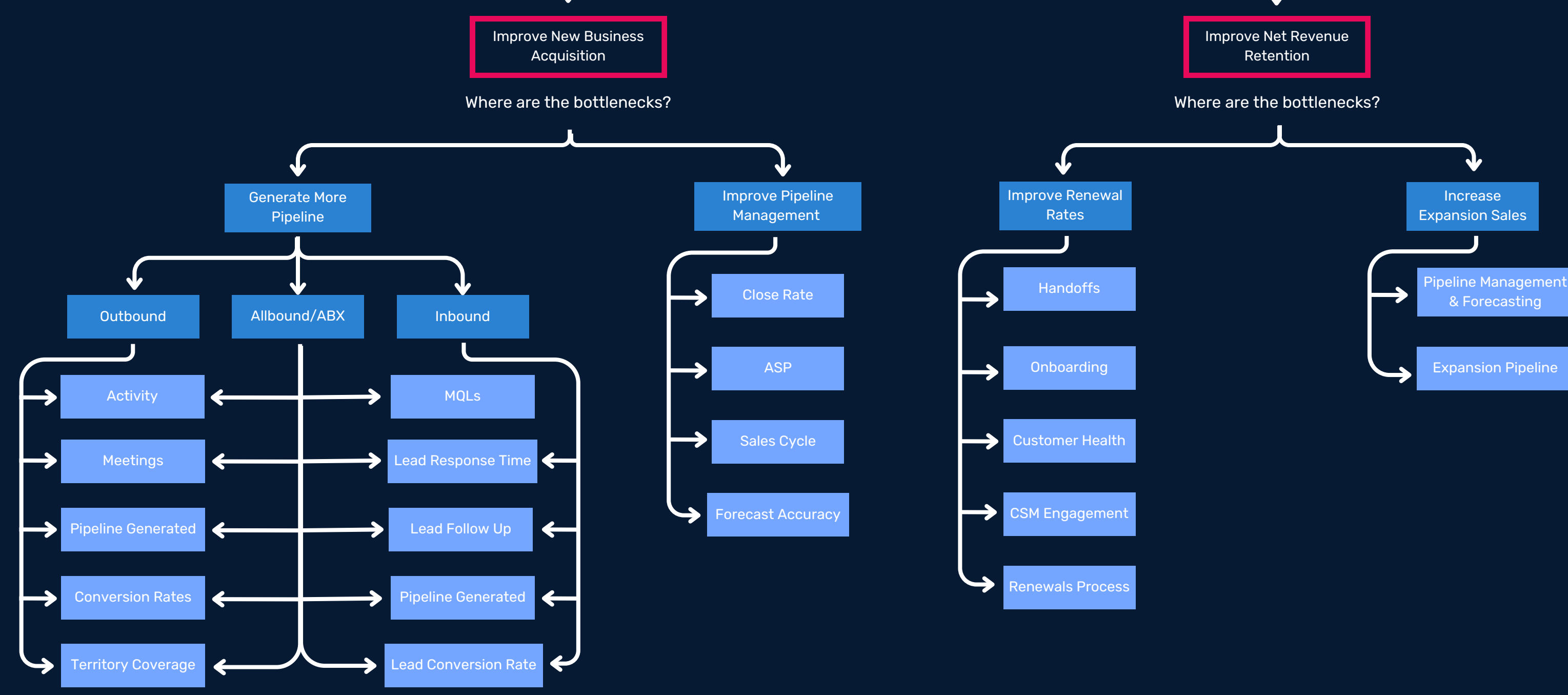


The GTM Efficiency Pyramid Framework

[Click here to see the full Framework](#)



What will impact revenue the most?

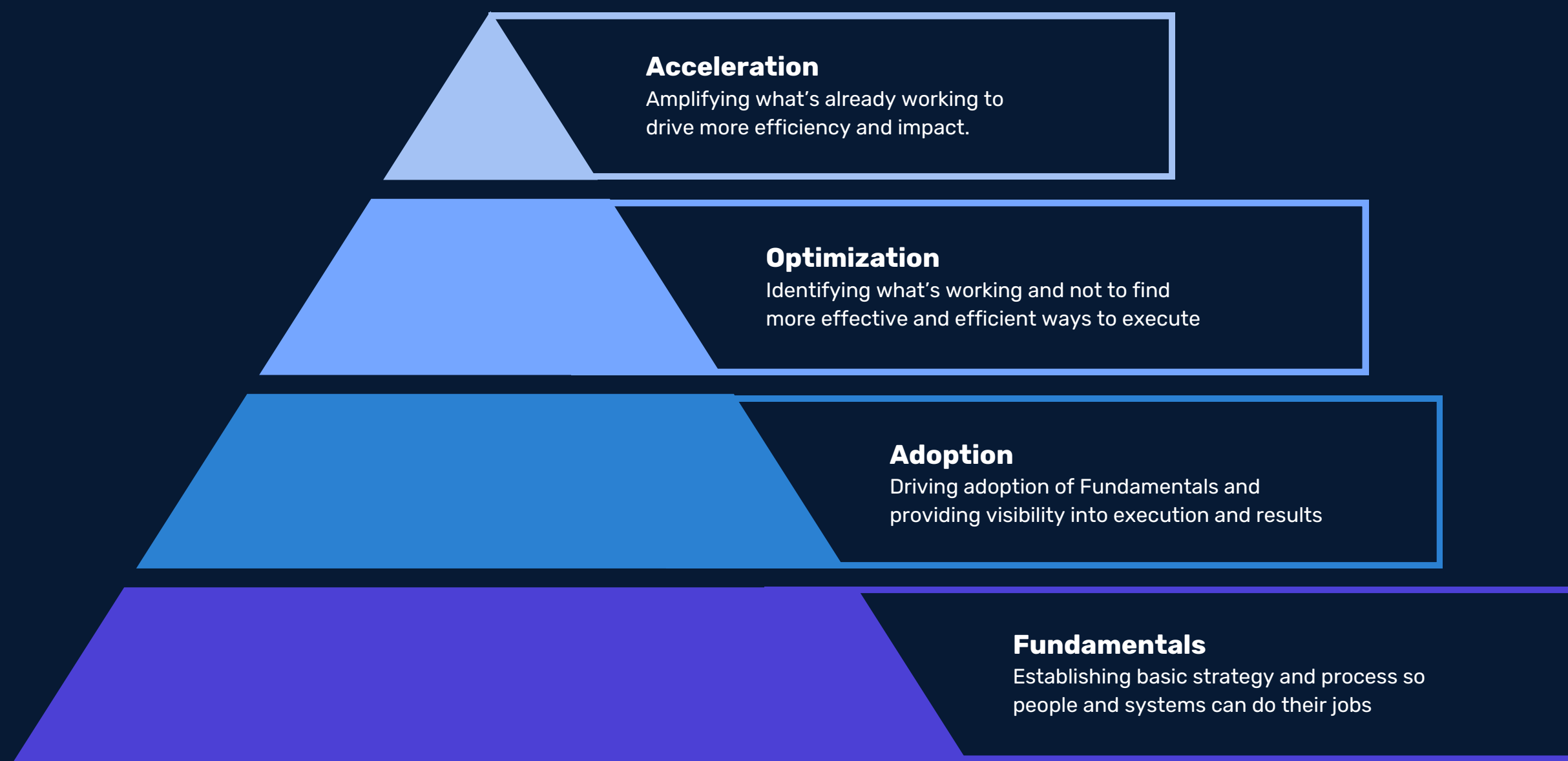


Where do we start when optimizing GTM?

First, we identify the path of most opportunity for impact on revenue. In our experience, this typically ends up being Pipeline Management and then Pipeline Generation.

The GTM Efficiency Pyramid

We developed the GTM Efficiency Pyramid to help us prioritize the processes and systems that need to be in place in order scale our GTM efficiently and effectively.



Create a plan of prioritization.

Once we know what areas of the business we want to focus on, in order, we can use the GTM Efficiency Pyramid to work through these areas.

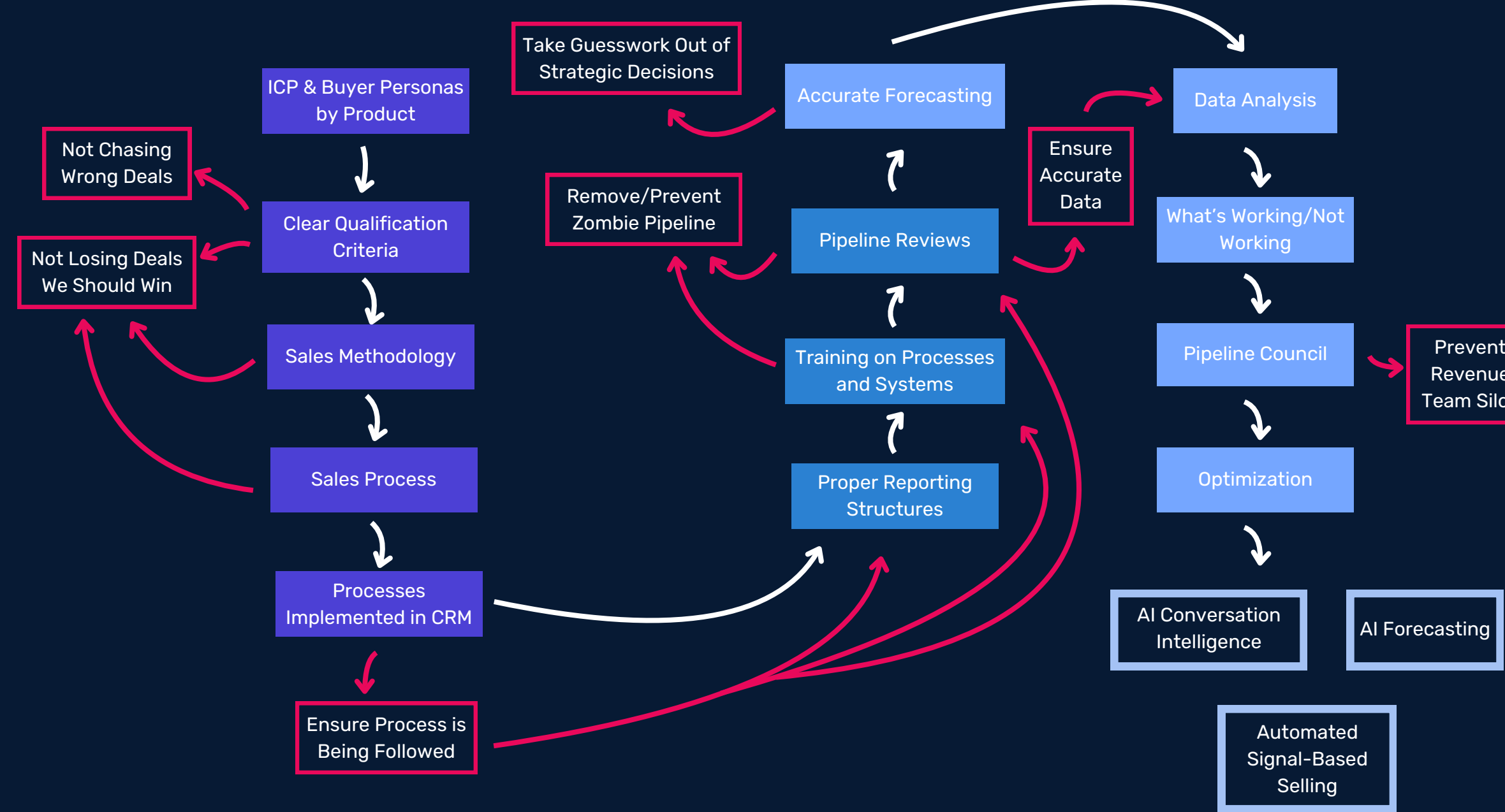
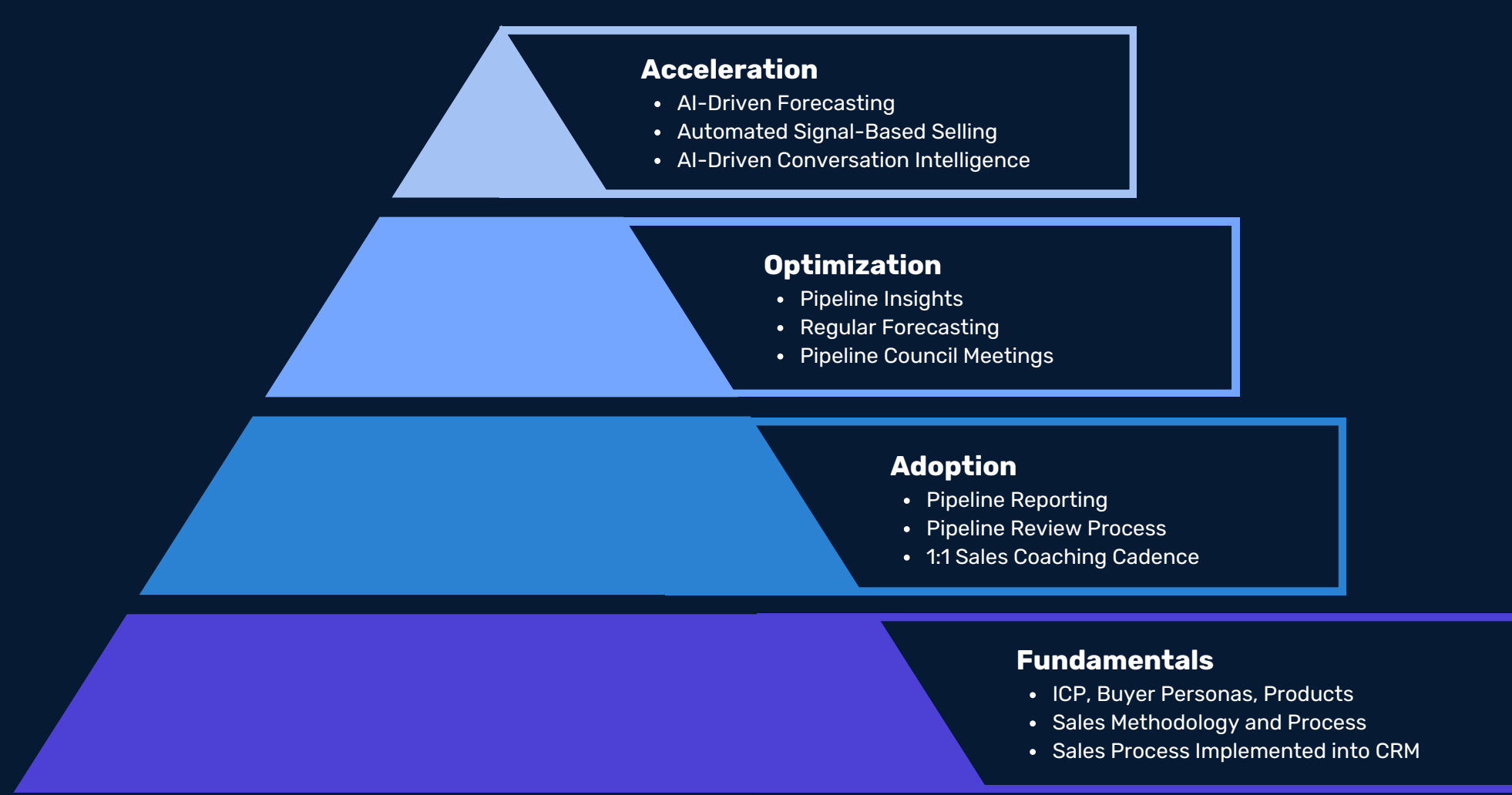
We often execute on Fundamentals and Adoption quickly (sometimes within a few weeks) for each GTM area in order of priority. This sets a solid foundation across our GTM. From there, we can go back to the top of our priority list and begin the Optimization stage.

Here's a breakdown of how we use the Pyramid across the GTM Factory.

Start Here

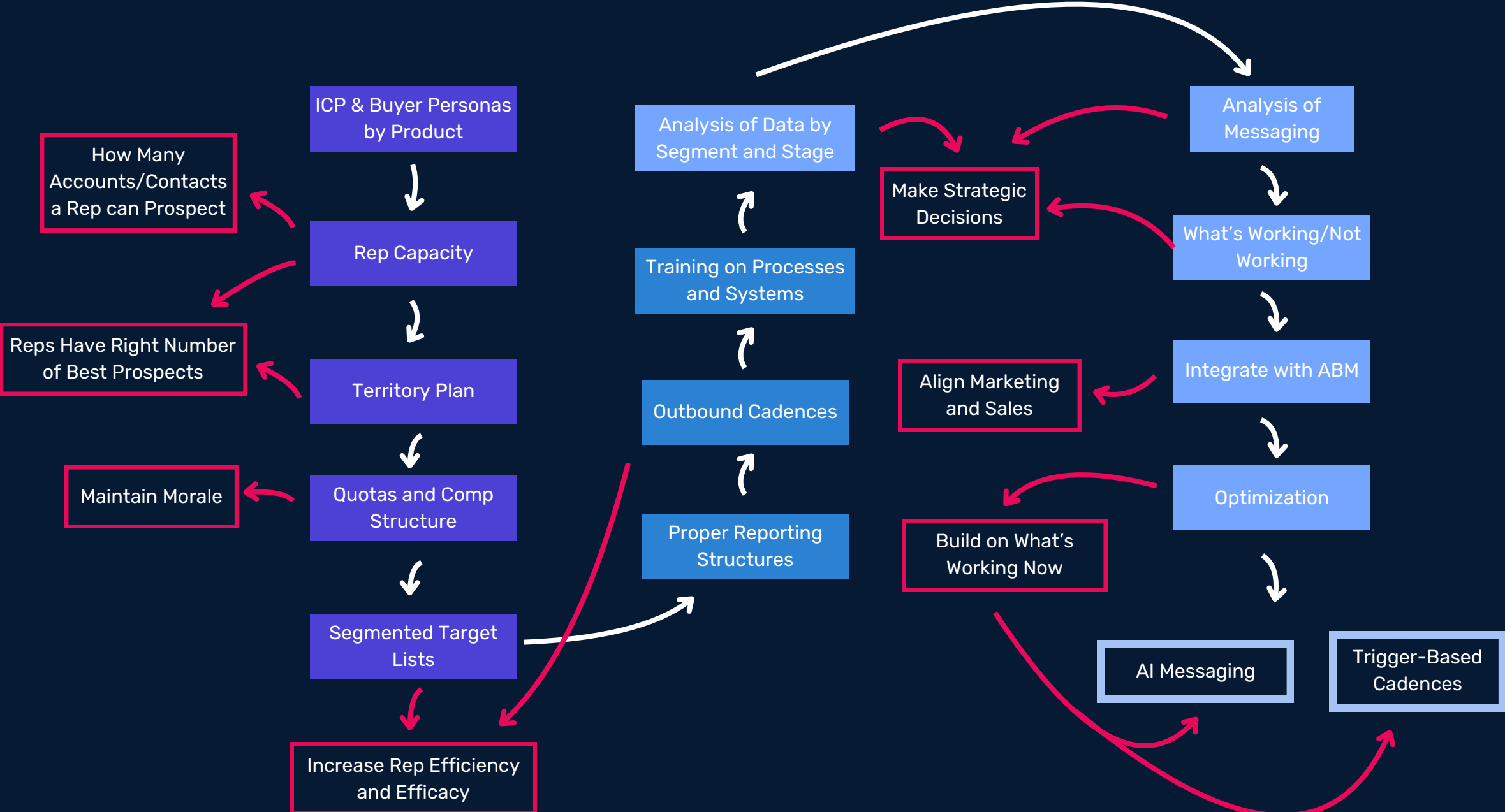
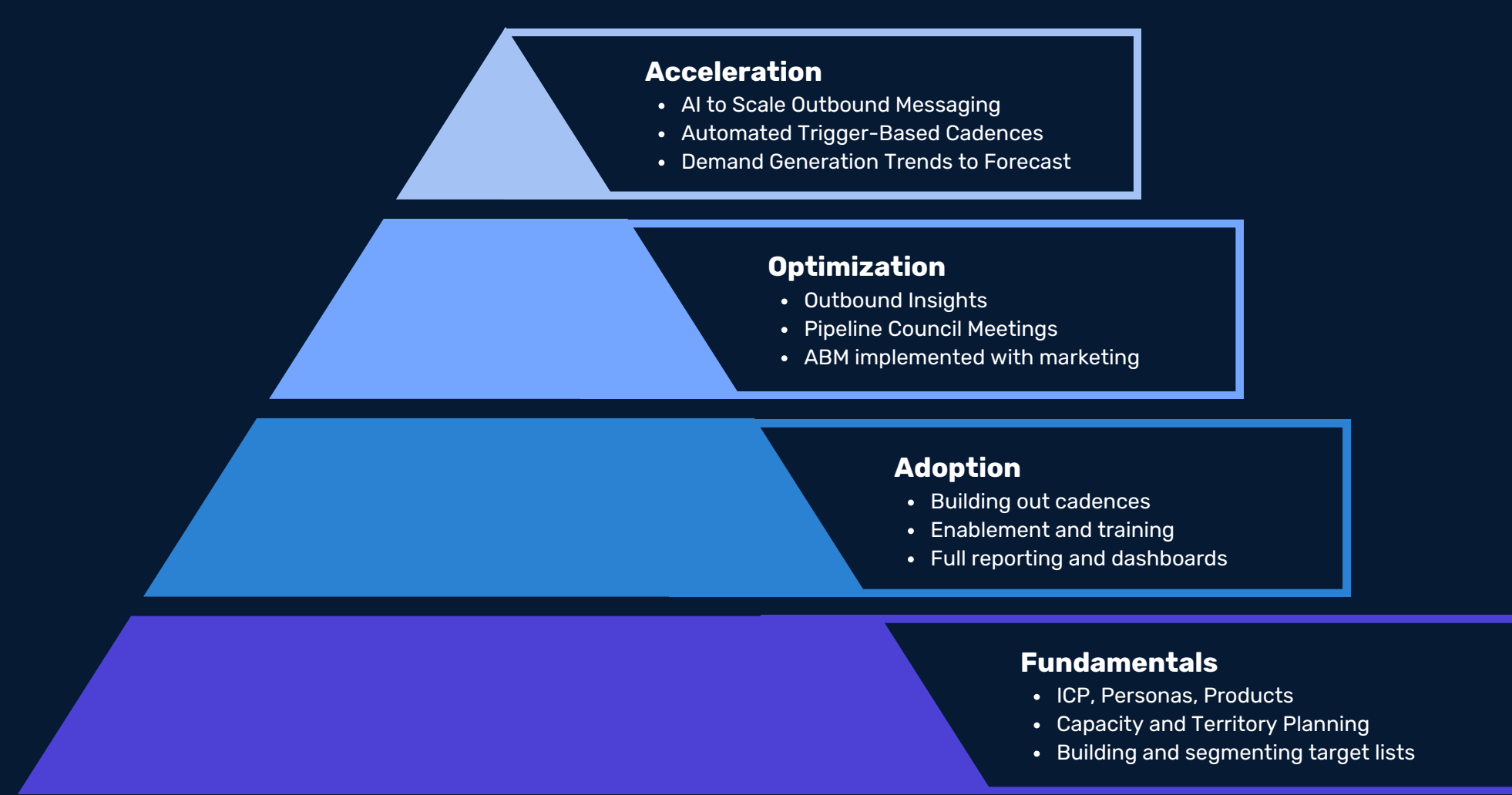
The Pipeline Efficiency Pyramid

There's no bigger waste in GTM than filling the top of the funnel with leads and opportunities just to lose them in a broken sales cycle. For this reason, we start by looking at our pipeline management process.



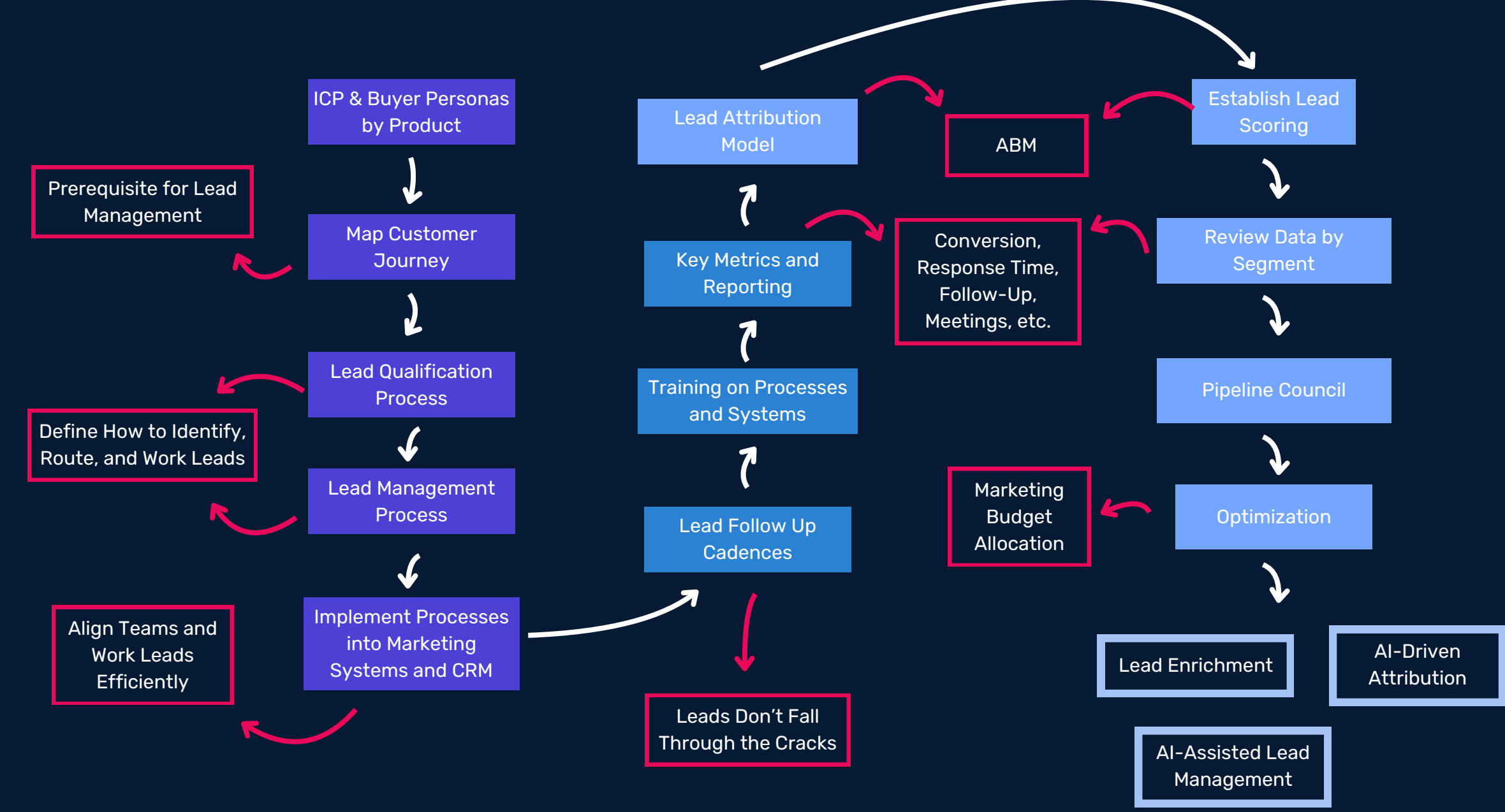
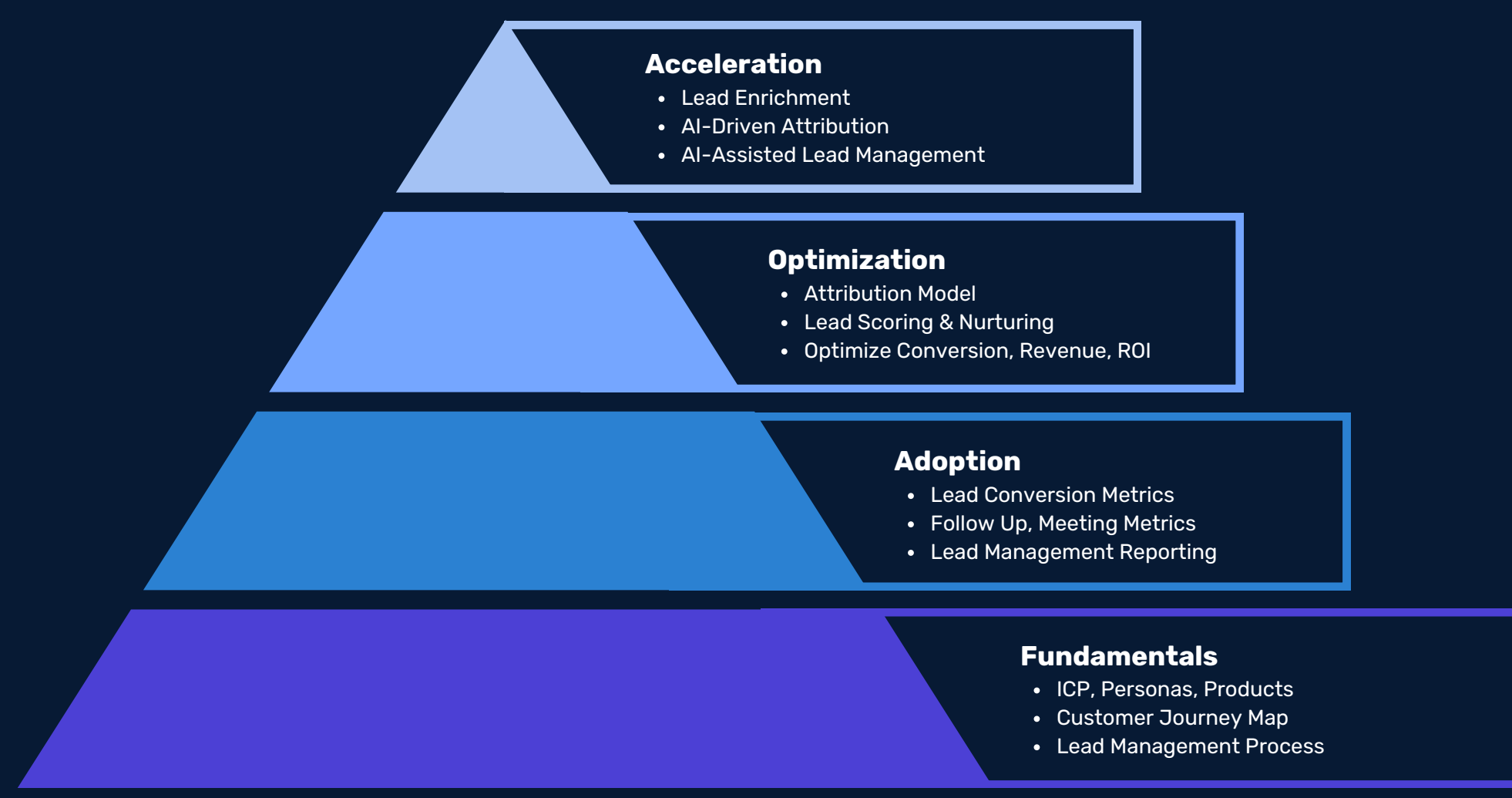
The Outbound Efficiency Pyramid

As we look to build more pipeline via outbound, we simply need to get the right messaging in front of the right people.



The Inbound Efficiency Pyramid

As we look at inbound, we need to identify which leads are truly qualified and define and optimize the step by step process to convert them to meetings, pipeline, and revenue.



The Customer Success Efficiency Pyramid

Once we've optimized our engine for creating new business, how do we maximize our Net Revenue Retention (Renewals plus Expansion) and decrease churn? This may be a higher priority depending on your company's situation/size.

