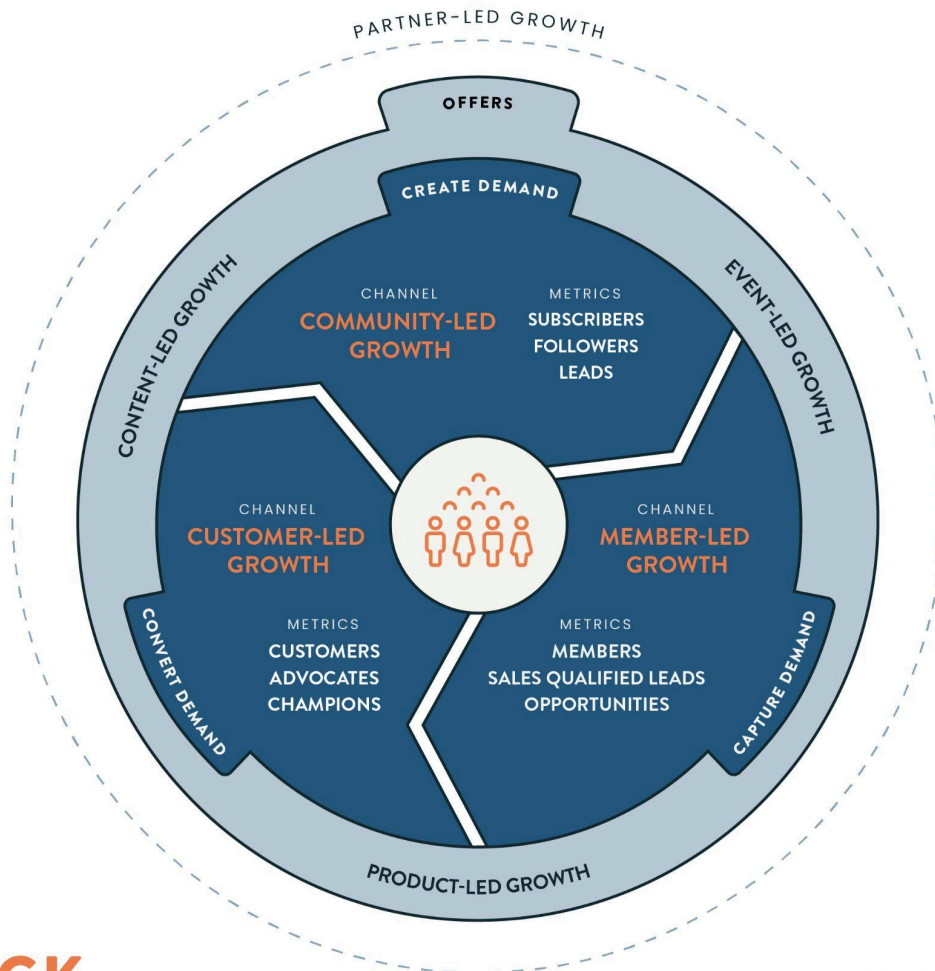


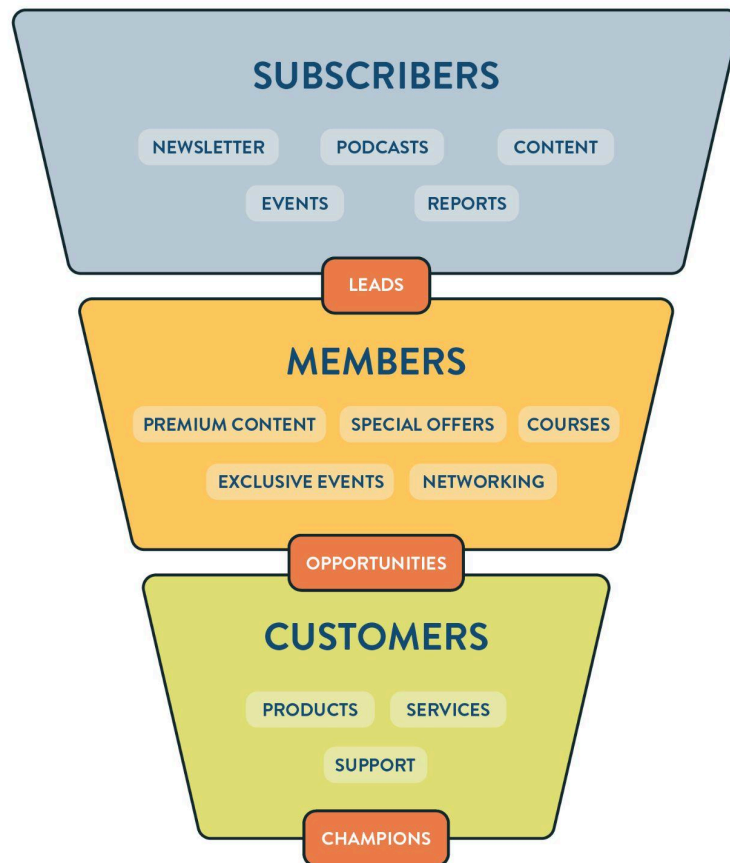
## People-first GTM Strategy Map [MAKE A COPY]

The People-first GTM Map is a comprehensive resource that activates the People-first GTM Model in your business. It all starts with people and a shared belief that's the spark and motivation for people to create and grow a business.

# PEOPLE-FIRST GTM MODEL



## PEOPLE-FIRST GTM FUNNEL



**Which area of People-first GTM do you want to focus on?**

- Creating Demand for Pipeline
- Capturing Demand for Revenue
- Converting Demand for Advocacy

## 1. Team & People

- a. Belief System
  - i. Vision & Mission
  - ii. Principles & Values
  - iii. Story and Point of View
- b. Team Structure
- c. Operating Rituals
- d. Annual Goals

## 2. Ideal Customer Profile

- a. Total Addressable Market
- b. Serviceable Addressable Market
- c. Account Fit
  - i. Account Segment Definitions
- d. Buyer Fit
  - i. Buyer Persona Definitions
- e. Segmentation Strategy
- f. Account Intent Signals
  - i. Source of intent
  - ii. Types of intent
- g. Buyer Intent Signals
  - i. Source of intent
  - ii. Types of intent

## 3. Positioning and Messaging

- a. Brand Story and Point of View
  - i. Strategic Narrative
  - ii. Thought Leadership Category / Movement
- b. Customer Problems
- c. Category / Solution Messaging
- d. Product Positioning
  - i. Value-based Messaging
- e. Use Cases
- f. Customer Value and Examples

## 4. Product Strategy

- a. Product Roadmap
- b. Pricing and Packaging
- c. Competitive Information and Intelligence
- d. Release Plan and Cadence
- e. Customer Request Backlog

## 5. Revenue Strategy

- a. Financial Model
  - i. Funnel: Volume, Velocity, Conversion Rates, Value, and Costs
  - ii. Headwinds
  - iii. Tailwinds
  - iv. Assumptions
- b. Bowtie Double Funnel Model
  - i. Target
  - ii. Volume
  - iii. New Business
  - iv. Existing Business
- c. Customer Journey Placemat
- d. Sales Methodology
- e. Sales Placemat and Strategy
  - i. Sales Stages
  - ii. Funnel Stage Definitions
- f. Revenue Enablement
  - i. Marketing
  - ii. Sales
  - iii. Customer Success
  - iv. Technology

## 6. Partner-led Growth Strategy

- a. Internal Partnerships
  - i. Sales Team
  - ii. Customer Success Team
  - iii. Finance Team

- iv. Product Team
- v. HR Team
- b. External Partnerships
  - i. Customer Partnerships
  - ii. Influencer Partnerships
  - iii. Product Partnerships
  - iv. Content Partnerships
  - v. Co-marketing Partnerships
  - vi. Co-selling Partnerships
  - vii. Event Partnerships
- 7. People-first GTM Offers
  - a. [Content-led Growth](#)
  - b. [Event-led Growth](#)
  - c. [Product-led Growth](#)
- 8. People-first GTM Channels
  - a. [Community-led Growth](#)
  - b. [Member-led Growth](#)
  - c. [Customer-led Growth](#)
- 9. Integrated Revenue Campaigns
  - a. Campaign Themes
  - b. Targeted Audience Programs and Goals
  - c. Offer Creation and Distribution Plan
  - d. Channel Activation and Budgets
  - e. Sales and Customer Success Enablement
- 10. Customer Success & Management
  - a. Customer Onboarding
  - b. Leading Indicators of Retention & Value
  - c. Customer Education and Training
  - d. Customer Expansion
  - e. Customer Renewal