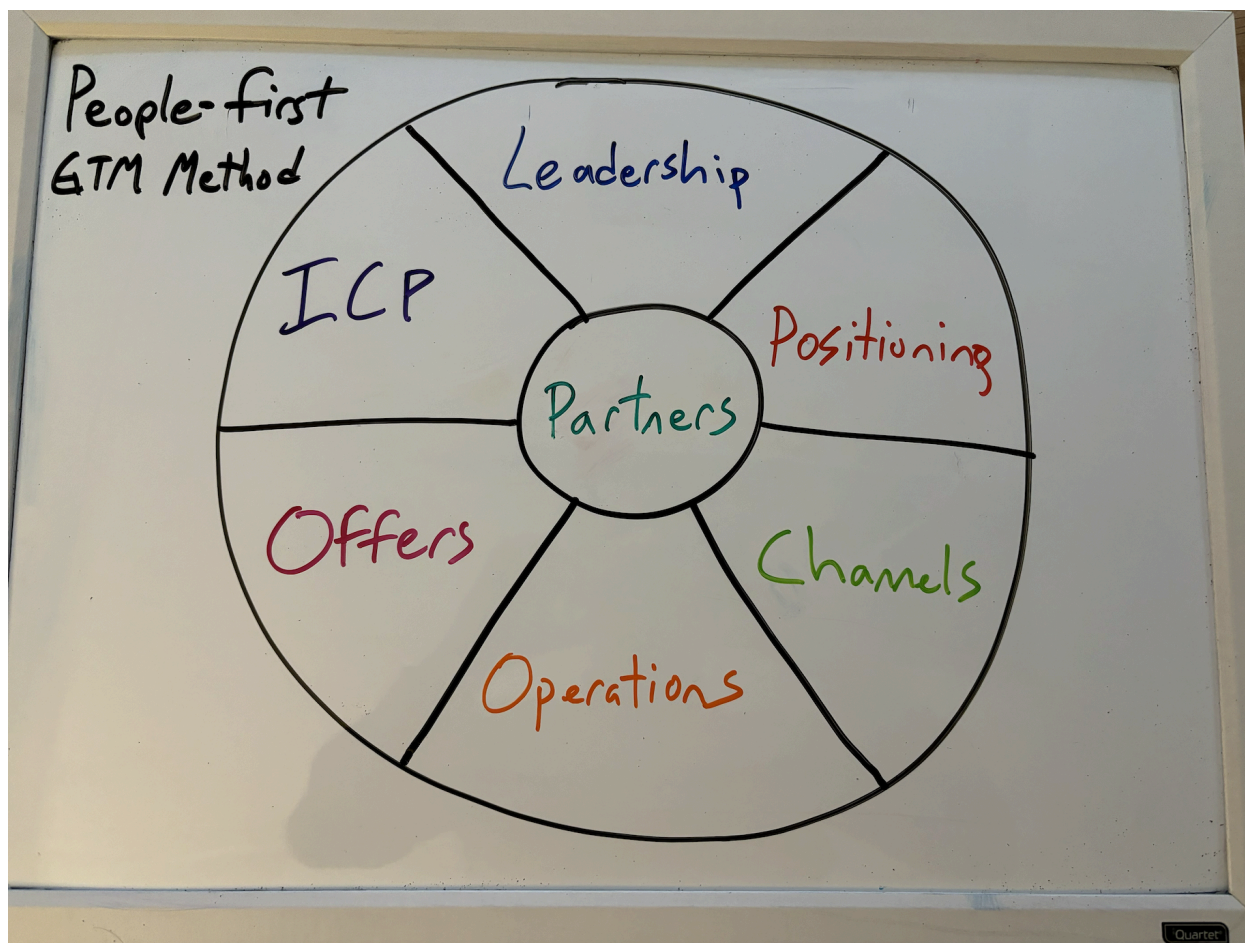
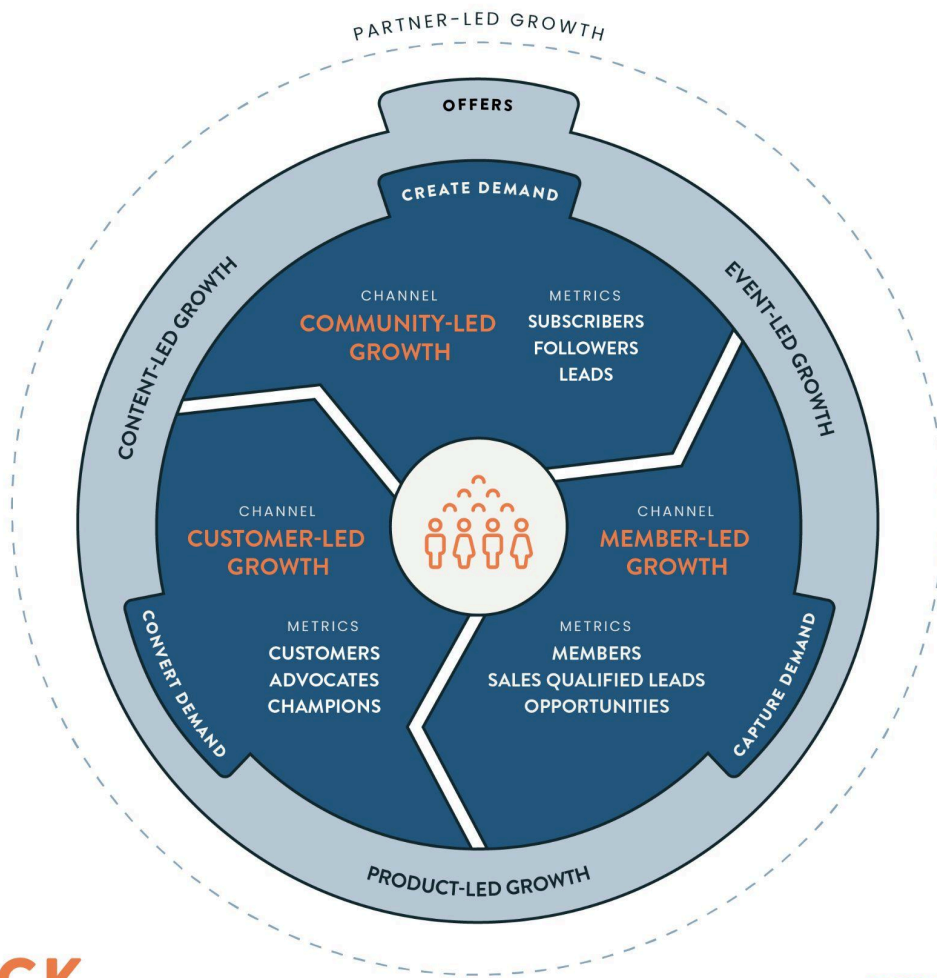


## People-first GTM Method [MAKE A COPY]

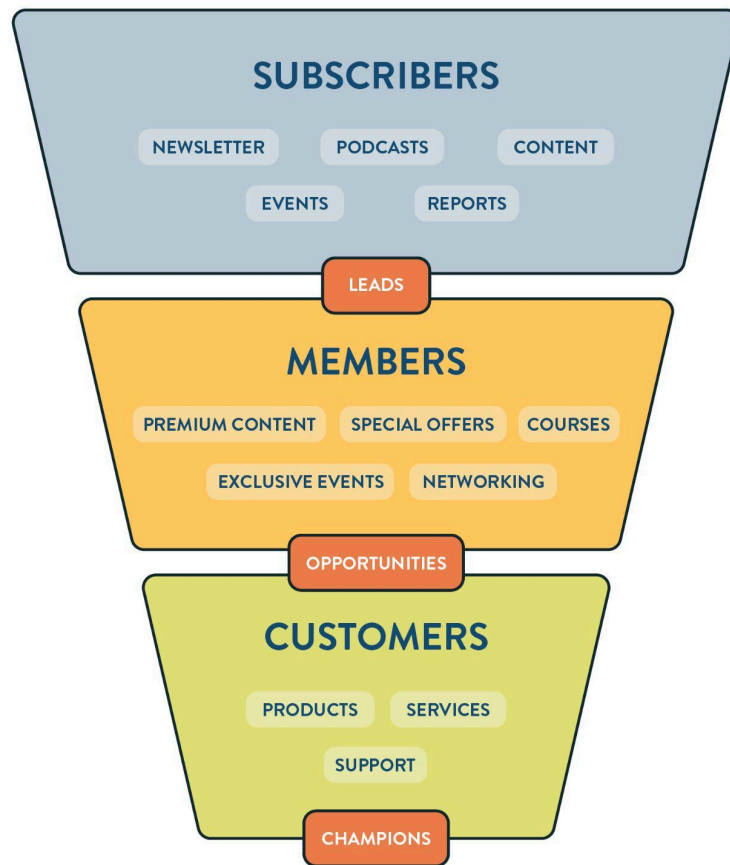
The People-first GTM Method is a comprehensive resource that activates the People-first GTM Model in your business. It all starts with a belief that's the spark of the story and problem identification process. Then followed by building relationships and partnerships with the right people to create an efficient growth strategy.



# PEOPLE-FIRST GTM MODEL



## PEOPLE-FIRST GTM FUNNEL



TACKGTM.COM

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## **Leadership**

Company Culture

- Vision & Mission
- Principles & Values
- Story and Point of View
- Company Structure
- Operating Rituals

## Financial Plan

- Annual Goals
- Volume, Velocity, Conversion Rates, Value, and Costs
- Headwinds
- Tailwinds
- Assumptions

## Ideal Customer Profile

### Total Addressable Market

- Inclusions
- Exclusions

### Serviceable Addressable Market

- Account Fit Profile
- Account Segment Definitions
- Buyer Fit Profile
- Buyer Persona Definitions

### Funnel Model

- Segments
- Target Accounts
- New Business
- Existing Business
- Account Intent Signals
- Buyer Intent Signals

## Positioning

### Brand Story and Point of View

- Strategic Narrative
- Thought Leadership Category

- Customer Problems
- Category / Solution Messaging

## Value-based Messaging

- Product Positioning
- Required Capabilities
- Use Cases
- Differentiators
- Customer Value and Examples

## Operations

### Product Strategy

- Product Roadmap
- Pricing and Packaging
- Competitive Information and Intelligence
- Release Plan and Cadence
- Customer Request Backlog

### Integrated Revenue Campaigns

- Campaign Themes
- Targeted Audience Programs and Goals
- Offer Creation and Distribution Plan
- Channel Activation and Budgets
- Sales and Customer Success Enablement

### Revenue Enablement

- Customer Journey Placemat
- Sales Methodology
- Sales Placemat and Strategy
- Sales Stages
- Funnel Stage Definitions

- Customer Success
- Technology

## Customer Success & Management

- Customer Onboarding
- Leading Indicators of Retention & Value
- Customer Education and Training
- Customer Expansion
- Customer Renewal

## Offers

Content-led Growth

Event-led Growth

Product-led Growth

## Channels

Community-led Growth

Member-led Growth

Customer-led Growth

## Partners

Internal Partnerships

- Sales Team
- Customer Success Team
- Finance Team
- Product Team

- HR Team

## External Partnerships

- Co-marketing Partnerships
- Co-selling Partnerships
- Co-serving Partnerships
- Product Partnerships
- Influencer Partnerships
- Content Partnerships
- Event Partnerships