

VALUE CREATION · 08

GTM Strategy

The right go-to-market motion follows deal size and market size, not habit.

THE QUESTION IT ANSWERS

Is the company selling through the motion its deal sizes and buyers can pay for?

THE METHOD

Three motions, matched to economics



WHAT WE DO

Map best-fit accounts to 1:1, 1:few or 1:many

Set the role of partners and direct sales per segment

Define coverage, routing and handoffs in the CRM

Pilot the motion on a limited account set before scaling

WHAT YOU RECEIVE

GTM motion design per segment

Channel and partner model

Coverage and routing rules in the CRM

Pilot results and a scale plan

METRICS MOVED → ENTERPRISE VALUE

CAC payback: cost of sale matched to deal size

Pipeline: coverage where the winnable market is

Growth: new routes to market alongside existing channels

TYPICAL TIMELINE

12–16 weeks, including a pilot

PROOF

Danelec: a direct SaaS motion built next to a partner-led channel. GTT Marine: pure ABM for products with as few as ~60 accounts, segmented demand for the rest.

Let's talk about your commercial foundation.

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