

Aligning Go To Market Strategies With Account Based Execution



Sydney Sloan
Scale Ventures, EIR

@sydsloan



Craig Rosenberg
Scale Ventures, Chief Platform Officer

@funnelholic



**We help our portfolio build and
optimize hyper-growth GTM
machines**

The GTM Network showcases advisors in events, content, and advisory



Educational /
Networking Events



Content



Advisory



**GTM
Network**

Experts in sales and
marketing across the
startup growth lifecycle

Salesloft.



HubSpot



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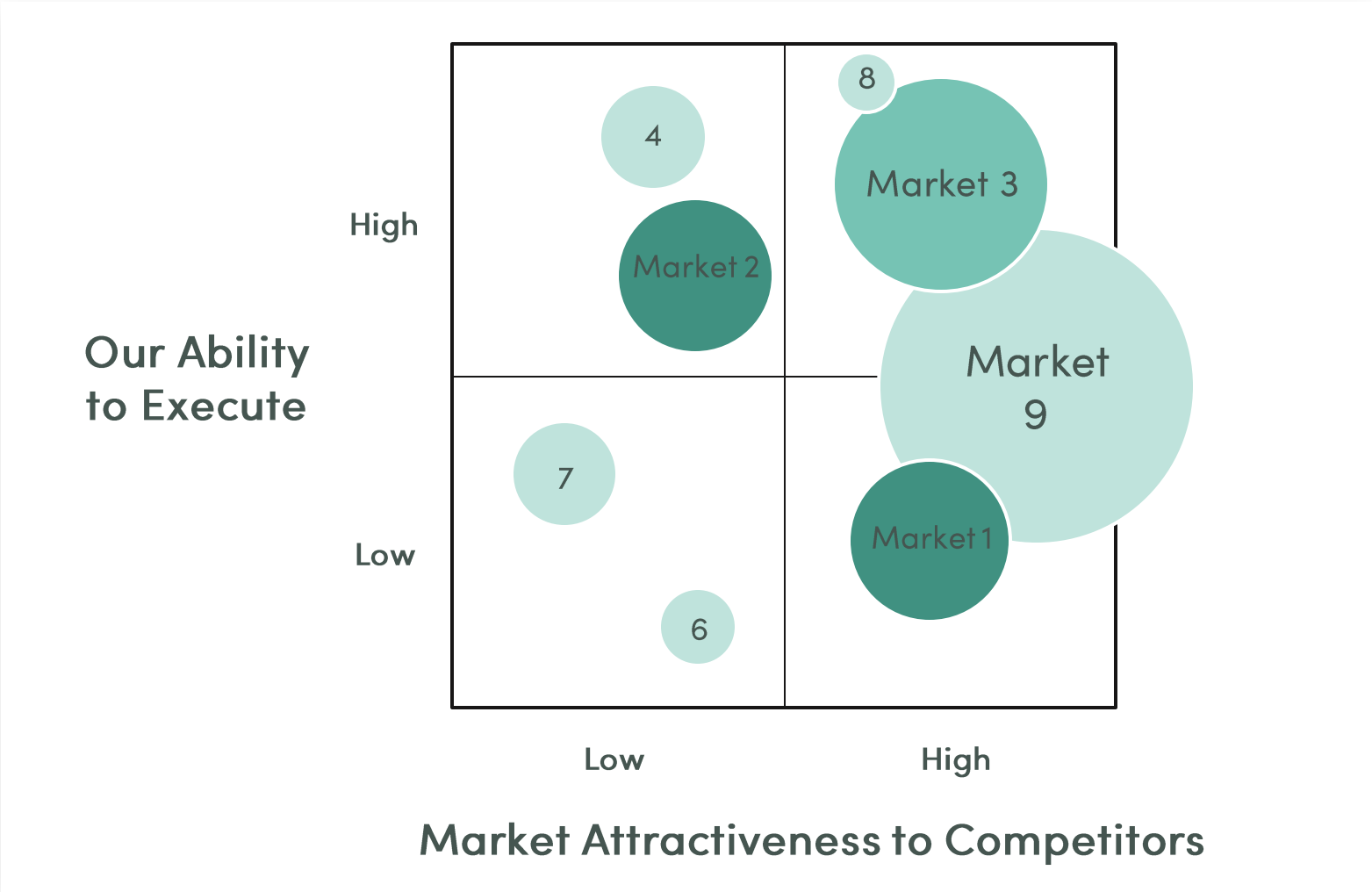


“It’s better to be aligned than to be right.”

1

Establish your strategy

Analyze current and potential markets



**Bubble equates to potential market size*

Evaluate and score the options

Weighting	20%	20%	10%	10%
Accountable/Owner	Marketing	Sales / Marketing	G2M	G2M
	Market Size / TAM / SAM 5 = Big market 1 = Small market	Level of effort required to invest in GTM functions outside product 5 = low effort 1 = high effort	Is there a compelling reason to buy. Is this segment tech innovation buyer? 5 = High Fit 1 = Low Fit	Compliments other growth Strategies and direction we want to take the company/market 5 = high alignment 1 = low alignment
	Market Size Opportunity	Minimizes G2M Investments	Product-Market Fit	Alignment to long-term strategy
Option 1	1	5	5	4
Option 2	3	1	2	4
Option 3	3	4	3	4
Option 4	2	1	2	4
Option 5	1	3	3	3
Geo 1	2	1	2	3
Geo 2	2	2	2	3
Geo 3	2	3	3	3

Market sizing

Sales training / change mgt

Product investment required

Identifiable target customer

Compelling reason to buy

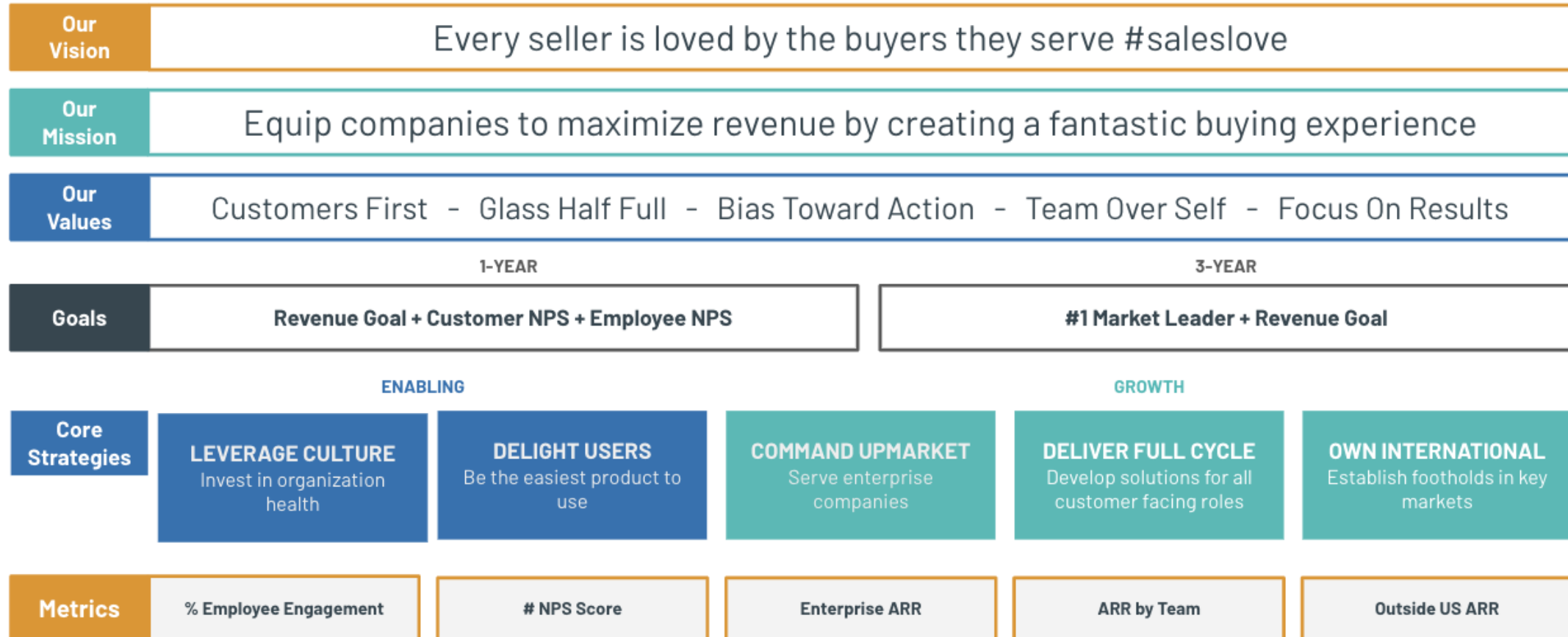
Product-Market fit

Pace of tech adoption

Competition / barrier to entry

Potential Exit

Strategic Planning Framework



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REVIEW

1. Gather input from stakeholders
2. Quantify and score options
3. More than three is too many

2

Select Accounts

“Account based
doesn’t deliver
better leads. It
delivers better
pipeline.”

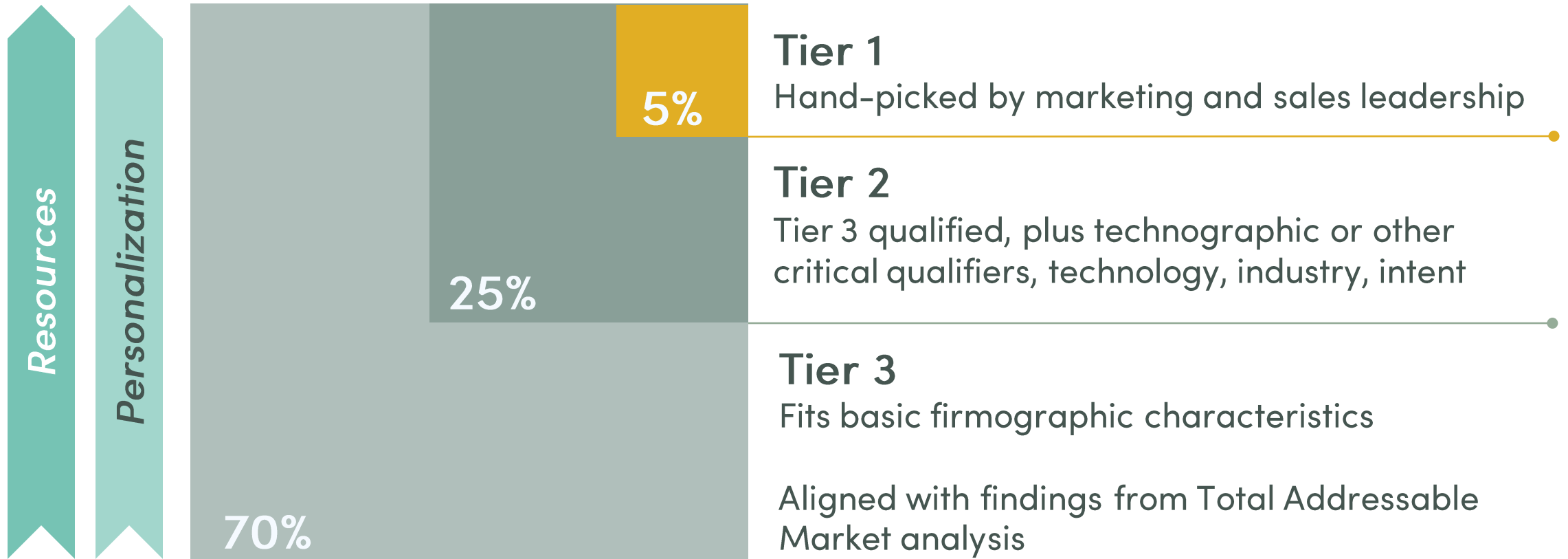
Craig Rosenberg

High growth companies are

2.5x

more likely to run account-
based approaches

Selecting & Tiering Accounts



Use intent signals to prioritize which accounts to work.



Demystify for sales – target accounts v priority

Target Accounts

Helps rep focus on the highest quality accounts as well as understand marketing resources at their disposal

“I should prioritize working my top accounts with my manager and put together a plan to engage with marketing.”

Account Engagement Score

Helps rep understand recent account engagement on both sales and marketing activities

“When the score is high, it’s time to work this account more broadly and deeply.”

REMEMBER

1. Use data to select accounts
2. Use intent and activity to prioritize
3. Make sure reps understand the inputs

3

Flawlessly Execute

**Create
Awareness**

**Book
Meetings**

**Manage
Opportunity**

MARKETING

**Target
Account
Ads**

**Demand
Capture
Programs**

**Contact
Level Ads**

REVENUE

**Persona
Based
Cadence**

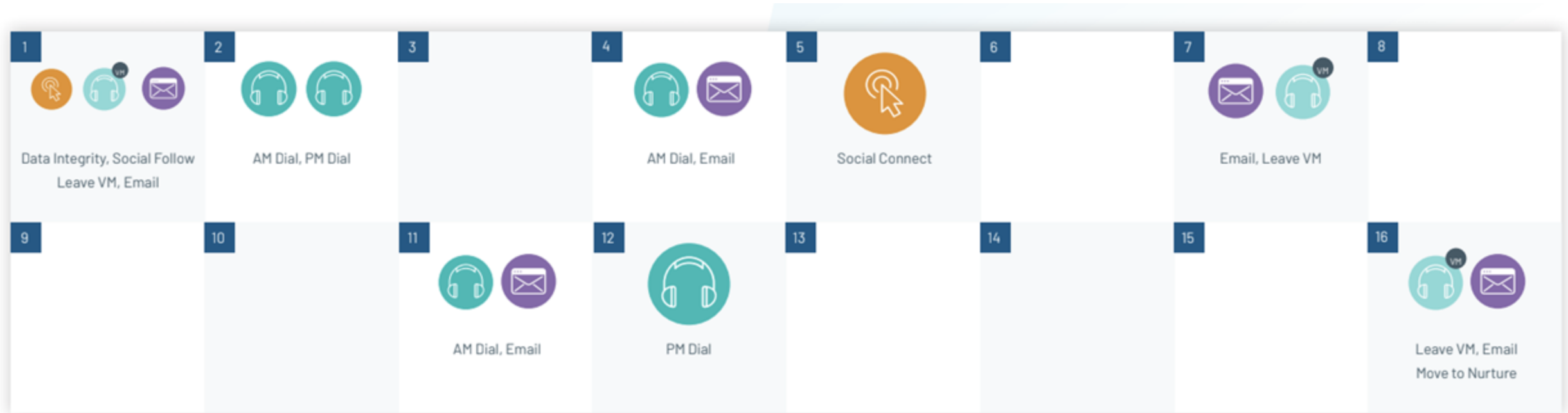
**Personalize
Multi-
Channel**

**Engage
+ Contacts**

SCALE



Codify processes into a system of customer engagement



**Create
Awareness**

**Book
Meetings**

**Manage
Opportunity**

**Win the
Account**

MARKETING

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**Demand
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**Contact
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**Community
Programs**

**1: Few
Programs**

**Account-
based ads**

REVENUE

**Persona
Based
Cadence**

**Personalize
Multi-
Channel**

**Engage
+ Contacts**

Gifting

**1:Few
Programs**

**Customer
Kickoff**

**Create
Awareness**

**Book
Meetings**

**Manage
Opportunity**

**Win the
Account**

**Build
Loyalty & Growth**

MARKETING

**Target
Account
Ads**

**Demand
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**Contact
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**Community
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**1: Few
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REVENUE

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**Personalize
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Gifting

**1:Few
Programs**

**Customer
Kickoff**

**Success
Planning**

**CSM
Cadences**

REVIEW

1. Adapt approach for each stage of the customer journey
2. Continue advertising efforts to customers

Q & A