



GUIDE

GTM Alignment: Forging a Stronger Future



Introduction

Go-to-market (GTM) alignment is a perennial pain point in organizations, yet it is imperative to business success. According to Marisa Kopec, VP of Innovation and Product Management and Research Fellow for SiriusDecisions, the benefits of GTM alignment can be significant: **organizations that maintain focus on alignment achieve up to 19% faster revenue growth and up to 15% higher profitability than other companies.**¹

So, with the rise of remote work, it is no surprise that there's renewed urgency around optimizing GTM alignment strategies.

These benefits are even more important during dramatic shifts in the market or in a turbulent economy. Such forces are not within your control, but creating and maintaining GTM alignment is, and it can make all the difference.

At the most fundamental level, GTM alignment means that GTM teams—namely Sales, Marketing, and Enablement—are in agreement about product offerings and positioning, market and customer opportunity, and how to achieve revenue targets. In other words, they all know what the company is selling, who the company is selling to, and how the product or service is being sold.

This shared understanding improves communication and collaboration, unifying GTM teams to tell the most compelling and consistent stories throughout the buyer's journey.

Developing a deep understanding of buyers helps GTM teams effectively meet customer needs and develop relationships that are built on trust—perhaps the most crucial element of any successful vendor-customer dynamic.

¹ <https://www.demandgenreport.com/features/industry-insights/siriusdecisions-summit-2019-alignment-relevance-respect-key-to-well-oiled-revenue-engine>





Done right, GTM alignment is a game changer. But too many companies have trouble getting this revenue engine to run properly. For example, Sales and Marketing decision-makers reported the following in surveys by LinkedIn and Outfunnel respectively:

 **90%**

of sales and marketing professionals find a number of disconnects across strategy, process, content, and culture.²

 **58%**

of sales and marketing professionals don't feel well aligned, an **increase of 46%** from the previous year.³

Disconnect causes friction, resulting in fractured relationships, wasted leads, and lost revenue. These difficulties can be costly at the best of times, and even more so when facing tough times.

² <https://business.linkedin.com/content/dam/me/business/en-us/marketing-solutions/cx/2020/images/pdfs/moments-of-trust-v4.pdf>

³ <https://outfunnel.com/sales-and-marketing-alignment-2022>

“

When you're **aligned, all of the revenue engine is working together, and everyone in that go-to-market engine knows **exactly what's going on** with a customer. You have to break down the silos so that sales has access to customer success information, customer success teams know what sales is working on, and so on.**

Toby Carrington
EVP of Global Operations, Seismic





“

“Building a **visionary company
requires 1% vision and
99% alignment.”**

James C. Collins and Jerry Porras
Building Your Company's Vision
Harvard Business Review

So how can GTM alignment be achieved? The right technology is crucial. In a nutshell, it should accomplish the following:



Centralization:

Create a single source of truth for GTM planning, content, and learning, ensuring all documentation reflects input from all GTM teams all the time.



Automation:

Serve up context-driven content recommendations so sellers can share the right content at the right time and enable them to personalize assets at scale for maximum buyer engagement.



Analysis:

Measure the impact of content, training, and coaching for data-driven improvements that all GTM teams can see, agree on, and execute.





A single source of truth will set you free

Marketing teams typically produce most of the content used by Sales to engage prospects and customers. However, without alignment, Sales often lacks visibility into what content exists, what's currently in production, and what's been overlooked, leading to many wasted hours of search time and, ultimately, last-minute sharing of outdated, off-brand materials with buyers—hardly a foundation for that all-important trust factor.

In fact, in an international study, we found that **54% of respondents said the content they use is not easily accessible, and 43% said it was off-brand.**⁴ Sales teams need access to a central repository that allows them to quickly and easily find the most relevant assets and personalize them quickly for every buyer, every time. For marketing and enablement teams, centralizing content helps to facilitate content governance while creating a mechanism that discourages sellers from making copies of assets and storing them locally.

⁴<https://seismic.com/resources/reports/seismic-value-of-enablement-report/>

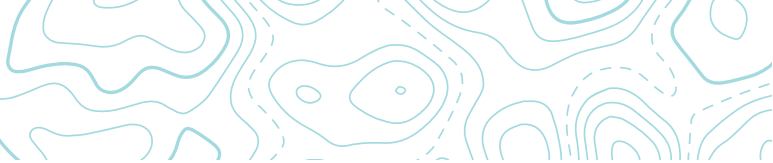


Everybody wants to buy an app to fix a **problem, but point solutions don't fix much. You need to consider the business case and how you can integrate applications and features to **solve** it. The combination of technologies and the deep integration are far more **powerful** than any one of these tools by itself."**

Toby Carrington

EVP of Global Operations, Seismic





But it isn't just customer-facing content that requires centralization. Everything from playbooks to product launch documentation requires the same level of visibility and accessibility across GTM teams, driving alignment on overall vision, goals, workloads, and stakeholder requests, which in turn informs the success of future initiatives.

With a centralized platform, GTM teams can also enable new and veteran sellers alike by delivering educational resources that are critical to achieving success. For new sellers, learning and coaching helps them onboard quickly and understand the company's unique value proposition. For veteran sellers, learning and coaching keeps them up to date on product updates and shifts in GTM strategy, and it helps keep their skills sharp.

It can be difficult and time-consuming to provide this training and coaching manually, especially across geographically dispersed audiences, but with a centralized platform, you can create mobile-friendly lessons, offer feedback, and derive insights for hundreds of sellers at scale. You can even automate the scheduling of assignments complete with automatic triggers. And providing effective training en masse is particularly crucial in reducing employee churn: another costly hindrance that cuts deep even in the best of times.





Search and share smarter, not harder

The right technology needs to be intelligent enough to enable context-driven content recommendations so sellers can easily serve up the right content to buyers at the right time. By automatically pulling information directly from CRMs or other data repositories, sellers can understand why content is recommended and see reviews from peers, reassuring them that the information is accurate and relevant.

Additionally, personalizing content is essential to buyer engagement, but it's too time consuming to personalize an asset for a large number of buyers. What's more, manual personalization can often lead to errors—one of the best ways to erode buyer trust. In fact, **40% of individuals do not trust their business's data insights.**⁵

This can be costly, as **85% of companies agree that buyers will dismiss a seller in the first interaction if they don't receive tailored information.**⁷

Therefore, the platform should also allow sellers to easily personalize content for specific buyers in a scalable way. This includes providing dynamic templates with reusable components to automate the assembly of content, sending email blasts automatically with personalized info, and creating digital sales rooms, which are secure online environments enabling detailed, stakeholder interaction, particularly in the last mile of a deal.

⁵ <https://www.edq.com/resources/data-management-whitepapers/2020-global-data-management-research/>

⁶ <https://learn.seismic.com/analyst-report-forrester-the-state-of-enterprise-sales-enablement-2019>

Unified data leads to unanimous insights

As Jim Barksdale, the former CEO of Netscape, once said, **“If we have data, let’s look at data. If all we have are opinions, let’s go with mine.”**

In other words, data is a check on any individual or team’s whims when it comes to business decisions. Data presents everyone with a level of undeniable facts, and therefore a solid foundation on which GTM teams can launch and adjust strategies in a unanimous way.

Touching once again on the importance of centralization, data—and the insights they can yield—are all too often siloed within Marketing, Sales, or Enablement, making it difficult to adapt and improve performance. To identify areas of content improvement, for instance, all GTM teams need to know what content is being used, how it’s being used, and how buyers have engaged with it.

But centralizing such data is only part of the story. Data needs to be analyzed to yield insights, and that’s easier said than done. In fact, sometimes it really can’t be done—at least, not without the help of powerful computing. Buyers generate a vast amount of data, and it can be difficult—and even impossible—for humans to make sense of it. That’s where AI and machine learning come in, revealing what kinds of content a given buyer finds truly engaging so GTM teams can extrapolate what countless look-alike buyers will likely gravitate to.

⁷ <https://a.sfdcstatic.com/content/dam/www/ocms/assets/pdf/misc/state-of-sales-report-salesforce.pdf>

⁸ <https://www.hubspot.com/state-of-marketing>

Leading companies have already adopted predictive content intelligence to enable their GTM teams to be more successful. One study found that **high-performing sales teams are almost three times more likely to be outstanding or very good at leveraging predictive intelligence insights than low-performing sales teams.**⁷

Marketers, too, are using predictive intelligence to deliver better customer experiences—and they’re seeing the results. According to a recent survey, **43% of marketers agree that automation and AI have been the most effective trends for their organization’s growth.**⁸





Align your GTM teams with Seismic

GTM alignment is crucial for business success. To achieve it, GTM teams need a platform that centralizes content, automates recommendations and personalization, and provides data-driven insights.

Such technology drives not only efficiency and productivity, but it also allows sales, marketing, and enablement teams to work in unison so they can tell the most compelling and consistent stories throughout the buyer's journey, which builds the kind of trust among prospects and existing customers that's so important to a business's ability to thrive, especially when times are tough.

The Seismic Enablement Cloud is designed for exactly this purpose. As mentioned earlier, market shifts and economic turbulence are not within your control, but how you prepare and react to them is. Bringing together your GTM teams by investing in the right technology is a good way to promote growth no matter what the world throws at your business.

Speak with one of Seismic's experts to get started.



About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

To learn more, visit Seismic.com and follow us on [LinkedIn](#), [Twitter](#) and [Instagram](#).

Visit our Website →

