



GoToMarket Acceleration & Value Creation Strategies for B2B Growth Organizations

WHAT CHALLENGES ARE YOU FACING?

SCALING & ALIGNMENT

Organizations that align and power the 4 elements of a High-Performance Growth & Retention Engine deliver best-in-class growth acceleration and value creation.

Do you have the tools to identify if you are aligned and structured to successfully scale your growth engine?

CUSTOMER CENTRICITY

Earning someone's business requires earning their trust. Today we live in a Trust economy, and people trust peers and colleagues more than marketing and sales messages. Organizations that understand their WHY, and align that understanding to the customer, deliver revenue growth faster and increase profitability and value.

Do you have the data tools and frameworks to improve customer understanding? Are you building a compelling story? Have you aligned your WHY to your customer's truth?

SALES PERFORMANCE

While there is considerable understanding "in principal" of modern practices, call-connection and quota-attainment rates have plummeted. Sales disintermediation is impacting sales teams. To outperform, Sales needs modern tools, plays and authentic messaging.

Does your sales team have proven tools, account insight and data, messages and plays to increase forecastable pipeline?

MARKETING EFFECTIVENESS

There are many important go-to-market elements for every company in every industry. In the digital era, a deep internal understanding of those often-complex elements, along with the skillful execution of a focused, disciplined go-to-market strategy define winning organizations.

Do you have the full complement of tools, skillsets and plays to predictably attract and engage buyers to the point of sales-readiness? Are effective personas, SLAs, blueprints, marketing databases, technology and battlecards in place?

RETENTION, ARR, CAC & LTV

The what, when and how of motivating a customer to continue buying is different than the acquiring of net-new buyers. And effective growth often requires reassessing and prioritizing KPIs to successfully scale.

Are inadequate or missing measurements and/or levers adversely impacting growth. Do you have the tools to accurately measure the true engagement of customers and buyers to get to measurability and predictability?

ACTIONABLE ANALYTICS

By asking the right questions of sales and marketing data -and tempering "gut feel"- you surface powerful insights. Often however, even with the right questions the data analyzed is inadequate, misleading or unactionable.

Does your team have the right tools & data? Are you asking the right questions ...objectively? Are the insights surfaced solving the "business objectives"? Are they actionable?

REALISTIC REVENUE GOALS

GROW, RETAIN and EXPAND goals are again increased. To achieve them, and margin requirements, means aligning and systematizing detailed marketing playbooks, program blueprints and sales battlecards to advance buyers to a point of sales readiness. And then working backward making, and validating, detailed conversion assumptions.

Is your go-to-market team aligned around a detailed *Growth Acceleration Calculator* and modeled to a detailed playbook to deliver measurable and predictable growth and value creation?

DIGITAL TRANSFORMATION

Organizations that adapt to technological change, digitalization and its far-reaching consequences, are able to take command of a best-in-class go-to-market modus and deliver remarkable results.

Do you have the tools, frameworks and experience to continuously reflect on your position, your image in the eyes of market participants, and have actionable approaches to exploit opportunities and strategies to best reach your targets?



**Helping Leadership Accelerate Today's New Sales & Marketing "Go-To-Market"
To Achieve Best-In-Class, High-Velocity Growth & Retention Engines**

SALES AND MARKETING IS CHANGED

BAIN & COMPANY 

"There is a new reality. In short, the traditional marketing and sales model has run its course - only 12% feel well prepared."

SiriusDecisions 

"In response to this new reality, chief sales officers (CSOs) must redesign their entire go-to-market approach to engage B2B buyers in the way they want to purchase."

FORRESTER

"96% of CMOs "are being asked to do things they have never had to do before. Most marketers are learning new skills on the job."

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PRODUCT / MARKET FIT IS NOT BINARY

Sales & Marketing Today Demands

INTERCONNECTEDNESS

To realize the potential for growth, scale and value creation “today” **traditional sales and marketing models need to be recognized for what they are - more interconnected.** More like managing the interdependent levers of a racing yacht when facing wind, sea, weather systems, and the cycles of season and place.



ALIGN & POWER ALL 4 GO-TO-MARKET ELEMENTS

Deliver Best-In-Class
Growth & Value Creation



CUSTOMER



STORY



PLAYS



ACTIVATION

5X
500%
20%

Revenue Contribution
Sales Conversion
Productivity Gains

OUR GTM SOLUTIONS

START HERE...



4-DIMENSION GTM PERFORMANCE AUDIT

A 4D-GTM AUDIT provides critical visibility into the current-state of the 4 elements that power a High-Performance Growth Engine: **Customer** Understanding, your **Story**, Modern **Plays** and **Activation** (people, process, technology, analytics). Using proven diagnostic algorithms, frames and methodologies we surface gaps, bottlenecks and opportunities for immediate impact. 3-5 critical initiatives are identified and prioritized to deliver acceleration and growth via a 120-day plan, outlining measurable and predictable returns.



GTM SPRINTS

Sprints help Leadership teams improve outcomes and impacts in identified areas of under-performance. Helping you modernize fast with reduced risk. SPRINTS are designed to deliver new strategic insights, improved collaboration, perspective and results by addressing today's challenges. Investment in GTM Sprints are scoped for 2X returns. Examples:

- TRUE NORTH POSITIONING
- WIN-RATE OPTIMIZATION
- COMPETITIVE ASSESSMENT
- PERSONA 2.0
- ACCOUNT BASED MARKETING
- NURTURE BLUEPRINT
- CONVERSION ANALYTICS INSIGHTS
- CUSTOMER VOICE ASSETS



ADVANCE TO ENABLE RAPID ALIGNMENT & ACCELERATION



LEADERSHIP WORKSHOPS

We use our 4D AUDIT as the foundation for teaching leadership and their teams how to better harness the power of the four critical and interconnected drivers of your go-to-market. You will improve team dynamics and alignment while the productivity, efficiency and profitability of your sales and marketing activities and investments accelerates.



ONGOING MANAGEMENT & GUIDANCE TO PLAN

UnicornGTM provides expert guidance and effective coordination to institutionalize a new GTM modus. We provide assessment and curation of interim and long-term best-in-class teams (internal / external) to ensure alignment and focus on, and measurable progress toward, mutually agreed upon objectives.



PLAYBOOKS, PILOTS & PROGRAM BLUEPRINTS

Strategic insights from 4D-GTM audits and SPRINTS accelerate the optimization and prioritization of go-to-market playbooks and / or inform and define new programs and pilot initiatives to deliver a systemized High-Performance Growth & Retention Engine with measurable and predictable returns; informed by a detailed Growth Acceleration Calculator.



PRE-DIVESTITURE & PRE-MERGER GTM DILIGENCE

The multiple a prospective buyer will entertain changes with an improved understanding of the upside in the growth-engine of the business. Prospective sellers improve multiples by improving growth and value creation. Change multiples and trajectories for potential or newly merging entities.



SPRINT • ALIGN • ACCELERATE

SAMPLE CLIENT RESULTS ACROSS A VARIETY OF MISSION-CRITICAL FACTORS

GoToMarket Optimization. Accelerated Pivots.



Sales Acceleration: Increased sales **Win-Rate 43% <9 mo.** Modernized ABM go-to-market strategy. Led customer-centric transformation. Exploited sales enablement plays, tools. Implemented content factory, lead gen and nurture. Fractional Product Marketing role, and Marketing as a Service.



Improve Customer LTV: Identified **10+% incremental LTV** via initial pilot investment. Customer-centric transformation. Growth acceleration & segmentation plan. Built digital engagement platform. Customer insights. New personas. Program blueprints & content requirements. KPIs, analytics. *Acquired.*



Growth Acceleration: **Reduced CPL 75%.** Sales & marketing audit, plan and implementation. Incremental pipeline <8 mos. Digital & data informed customer behavioral insights. Surface requirements and develop new engagement roadmaps / blueprints. New *Customer Resource Center*. Custom platform, messaging & content. Marketing database overhaul. Increase account contact penetration for Sales 400%



Transition GoToMarket: **Delivered 30%-300%+ incremental yields.** Pivot sales modus from "tech" to LOB via a multitude of initiatives. Define, develop and implement modernized, global, go-to-market initiative for world-class brand. Addressable market redefined. New personas. Marketing database reactivated. Revamp sequence and frequency of sales engagement. Increased customer engagement.



Performance Acceleration Roadmap: **Surfaced visibility to significant funnel leakage and retention underperformance.** Review and align sales & marketing processes. Holistic perspective and analysis identified engagement gaps. Defines plans and plays to capture latent value. Customer-centricity focus modernized engagement and monetization strategies/KPIs, and requirements for platform innovation. *Acquired.*



Martini-Glass Shaped Sales Funnel: **Increased "Lead-to-Opportunity" conversion rate 58% <6 months.** Led transformation of demand gen & engagement strategy. Optimized & operationalized customer experience via messaging, content & martech. *Acquired.*



Transform. Ramp. Scale: **Powered fastest growing MA company (over 5 yr. period).** Define & build integrated, continuously optimized, demand gen platform. Market definition. Competitive assessment & value proposition redefinition. Custom database. Define/build new content. Continuous optimization and analytics. *Acquired.*

[MEET THE UNICORNGTM CREW](#)

SPRINTS

a representative sample



TRUE-NORTH SPRINT

The foundation of any successful go-to-market strategy is clear, concise positioning and messaging.

A compelling value and convincing story that are shared, understood, embraced and, most importantly, “owned” by all. A True-North SPRINT leads leadership through the essential work of reaching consensus on five key aspects of the business: WHO WE ARE, WHAT WE DO, WHY WE DO IT, WHO WE DO IT FOR and WHY IT MATTERS – and translating that understanding into initiatives to accelerate growth.



CUSTOMER VOICE SPRINT

We now live and work in a trust economy. People trust peers and colleagues more than marketing and sales messages. A Customer Voice SPRINT offers your

customers the opportunity to share their knowledge, experience, and advice, via a strategic and surgical approach. Surfaces authentic customer insights. Captures easily and rapidly consumable audio and video assets (30-50 in <8 weeks). Immediately inject into sales and marketing programs. Increase pipeline impacts. Improve positioning and messaging to “Crush objections”, “Drive urgency”, Shift Mindsets” and drive revenue faster with strategic insights.



MANAGEMENT & GUIDANCE OF EXECUTION TO PLAN

We provide interim and fractional resources to ensure coordination, with expert guidance. Curate near and long-term best-in-class teams (internal/external). Gap-fill resourcing. Align the focus on, and progress toward, mutually agreed upon objectives.



BUYER PERSONA SPRINT

Buyer Persona SPRINTs deliver improved understand of customers, targeting and surfacing of buyers that look like your best customers.

Provides guardrails for more efficient, effective and authentic engagement. Foundational to creating and focusing marketing messaging for content, thought-leadership, demand gen, sales messaging, selling tools, and more. There is little hope of delivering the right message, to the right person, at the right time, via the right mediums without a comprehensive effort to understand your buyer.



SALES WIN-RATE SPRINT

Sales teams are not armed, or enabled with, best practice tools and plays to overcome today’s digital and sales disintermediation. We help sales and marketing teams assess & rationalize optimized engagement strategies and tools - by segment, persona, stage in buy cycle, data and more. Program brief and blueprint articulate improved sequence and frequency of sales engagement across content types, email, MarTech, Social, tele, video assets, scripts and associated analytics and scoring.



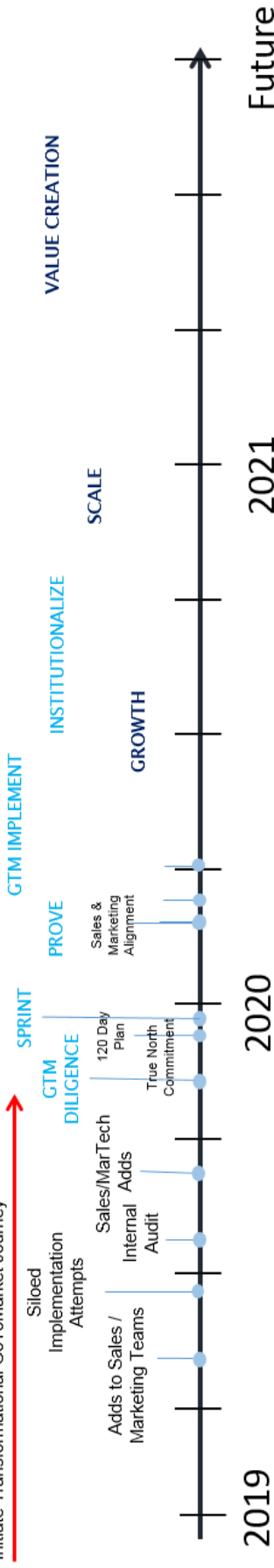
GTM ALIGNMENT TO PLAN

Fewer than 15% of sales and marketing teams collaborate on the plan and analytics that powers a go-to-market engine – because the traditional sales and marketing modus didn’t require it. “Traditional” underperforms. Using a **Growth Acceleration Calculator** will align the teams, programs and activities that power growth, and the ability to scale your business measurably and predictably. Verifying, surfacing and aligning KPI’s and SLA’s (service-level agreements) will improve alignment between sales and marketing and power High-Performance GoToMarket Engines (acquisition and retention).

Evolution from Chaos to Future State High-Performance Growth & Retention Engine

Sales Disintermediation • Marketing Disruption • Digital → **IN COMMAND OF BEST-IN-CLASS GOTOMARKET**

Initiate Transformational GoToMarket Journey



- Tribal knowledge vs. Informed customer research & insight
- Product or "me" focused story
- Destination is unfocused
- Focus on optimizing sales leadership & management vs. Customer & engagement
- Inadequate plan, skills, process, tech
- Siloed teams, programs definitions & implementation
- Minimal KPI/SAL definition or scoring
- Inadequate MQL / SQL alignment
- Excel based 'ad hockery'
- 95-100% of 'leads' un-actioned

HOUSTON, WE HAVE A PROBLEM

1. GTM Audit

- True-North confirmed
- 120 day plan
- Troubleshoot & Gap-Fill
- Immediate Traction
- Immediate Payback Measurable (2X)

2. SPRINT(s) – New Insights / Opportunities

- 3. Define Pilots Program Blueprints, Curate teams, Competitive
 - Customer Truth, Personas
 - Story, Plays, Blueprints
 - Assets Build
 - Define Logical Pathways Process. SLAs KPIs, Training

4. Guide & Prove Predictable & Measurable

- Demand management programmatic
- Full launch
- Continuous Optimization
- Predictive modelling
- ROI based models for contact strategy
- Advanced profiling, intent, and data / Channels integration

A PHASED APPROACH TO GROWTH ACCELERATION

UNICORN GTM
Growth Acceleration Advisors



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SPRINT

Increase At-Bats & Win-Rates
Optimize Marketing Effectiveness
Accelerate Growth, ARR & Expansion

Sprints are innovative, results driven and designed to solve common go-to-market problems.



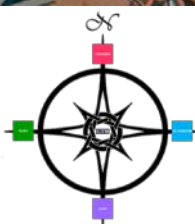
More rapidly identify, prioritize and implement new strategies to power growth. (2X return on ROI)

ALIGN

Rethink Your Interconnectedness
Unlock Insights. Improve Impact
Pivot and Scale with Less Friction

CUSTOMER

STORY



PLAYS

ACTIVATION

ACCELERATE

Exploit New Growth/Scale Strategies
Measure, Predict and Optimize
Improve Acquisition, Retention, LTV

Organizations in Command of a
Best-In-Class GoToMarket Deliver
Remarkable Results



5X
500%
20%

Revenue Contribution
Sales Conversion
Productivity Gains