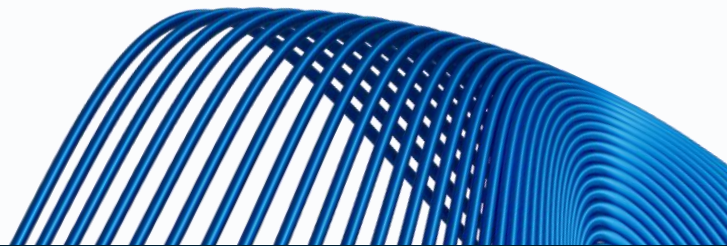


The Go-to-market performance gap and how to close it



Laura Valerio
Global Go-To-Market Strategist

What every sales leader wants,
and why it's **harder than ever**



Today:
Win deals in the quarter

Future:
Maximize productivity

Despite massive investments, teams **still struggle to execute**

Confused reps with
noisy, disconnected
information

Key strategic
initiatives don't
land in the field

Siloed insights
across teams

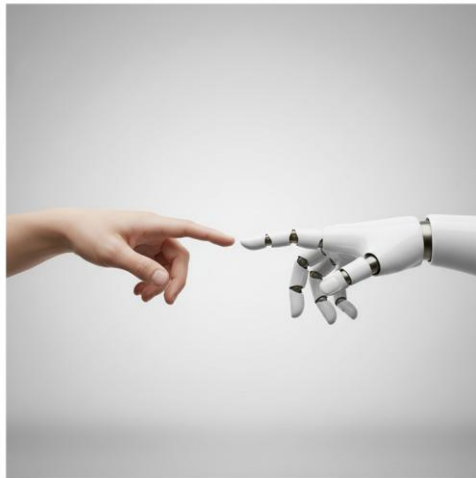
Missed quarters



Driving GTM execution often feels like steering through fog:
everyone's moving, but no one sees the full picture



The impact of a disconnected system

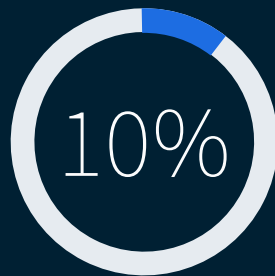


The go to market performance gap

Where strategy and
execution break down



of GTM leaders say their
strategy is in motion



Say they are effective
at executing it

Where execution falls apart

- ✓ 39% say content isn't used effectively
- ✓ 39% say deal cycles are slowing
- ✓ 34% struggle to align teams to shifting priorities
- ✓ 30% say win rates are falling short - even with a clear strategy

There's no
single point
of failure,
and that's
exactly the
problem


The background is a deep blue with a series of thin, parallel, light blue lines that curve and flow across the frame, creating a sense of movement and depth. The lines are most concentrated in the upper left and lower right, framing the central text.

Breaking through the barrier

The Power of the
Bannister Moment



The path forward: Empowering sales in the age of AI

A blue abstract graphic consisting of several curved, overlapping bands that sweep across the bottom left corner of the slide.

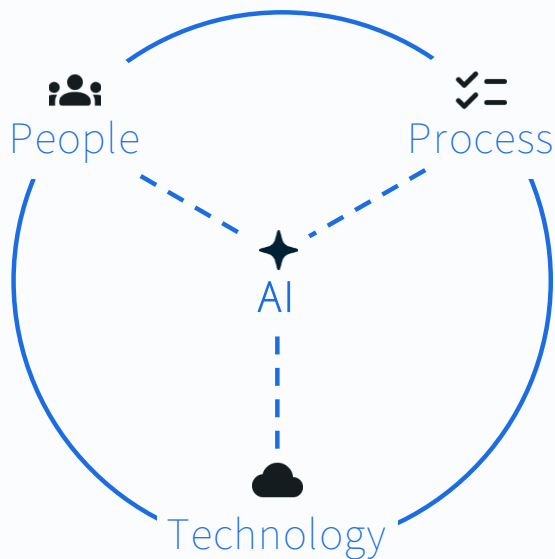


AI maturity on its own isn't enough. Without the change management, leadership clarity, and systems to embed it, execution stalls. The companies pulling ahead are the ones pairing innovation with discipline



Sri Kumar
Partner, Bain & Company

The future of GTM belongs to teams where people, process, tech, and AI move in rhythm

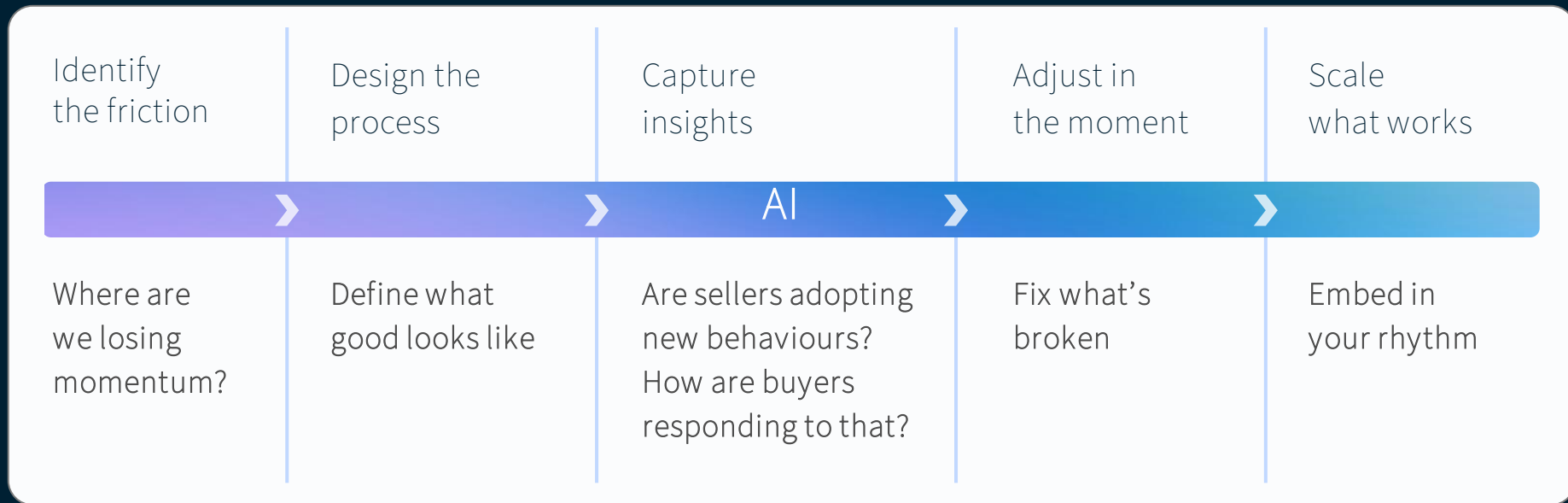


Inconsistent results demand more than effort. They demand alignment, simplicity, and an AI-ready GTM foundation.

People. Process. Technology. AI. Working as one.

Designing a system that makes winning repeatable

Turning data into direction and timely execution into competitive advantage.

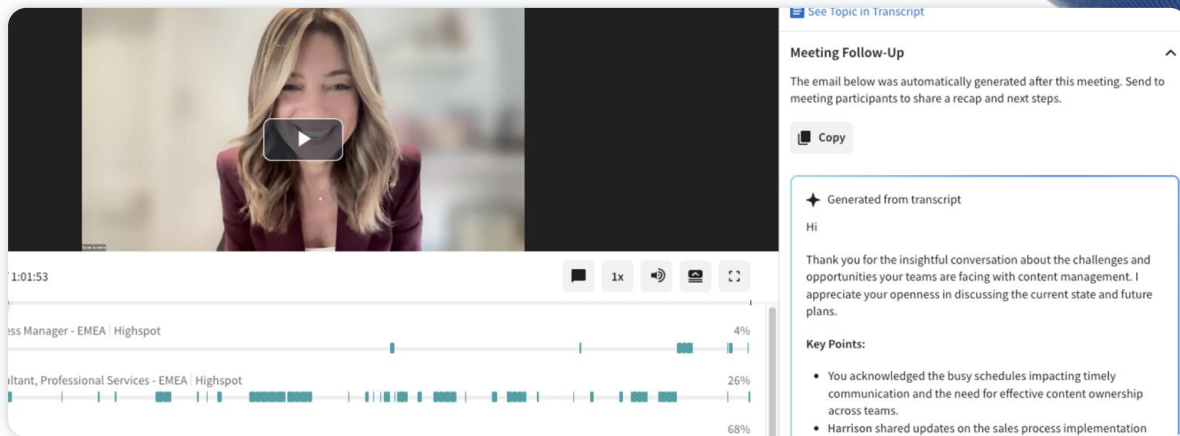


Start small, solve what matters

How AI transforms GTM challenges into competitive wins

44%

80% of deals need five follow-ups to close, but nearly 44% of sellers miss out on significant revenue by giving up after just one attempt



The video player shows a woman with blonde hair in a red blazer. The transcript sidebar on the right is titled "Meeting Follow-Up" and contains the following text:

Meeting Follow-Up

The email below was automatically generated after this meeting. Send to meeting participants to share a recap and next steps.

Copy

Generated from transcript

Hi

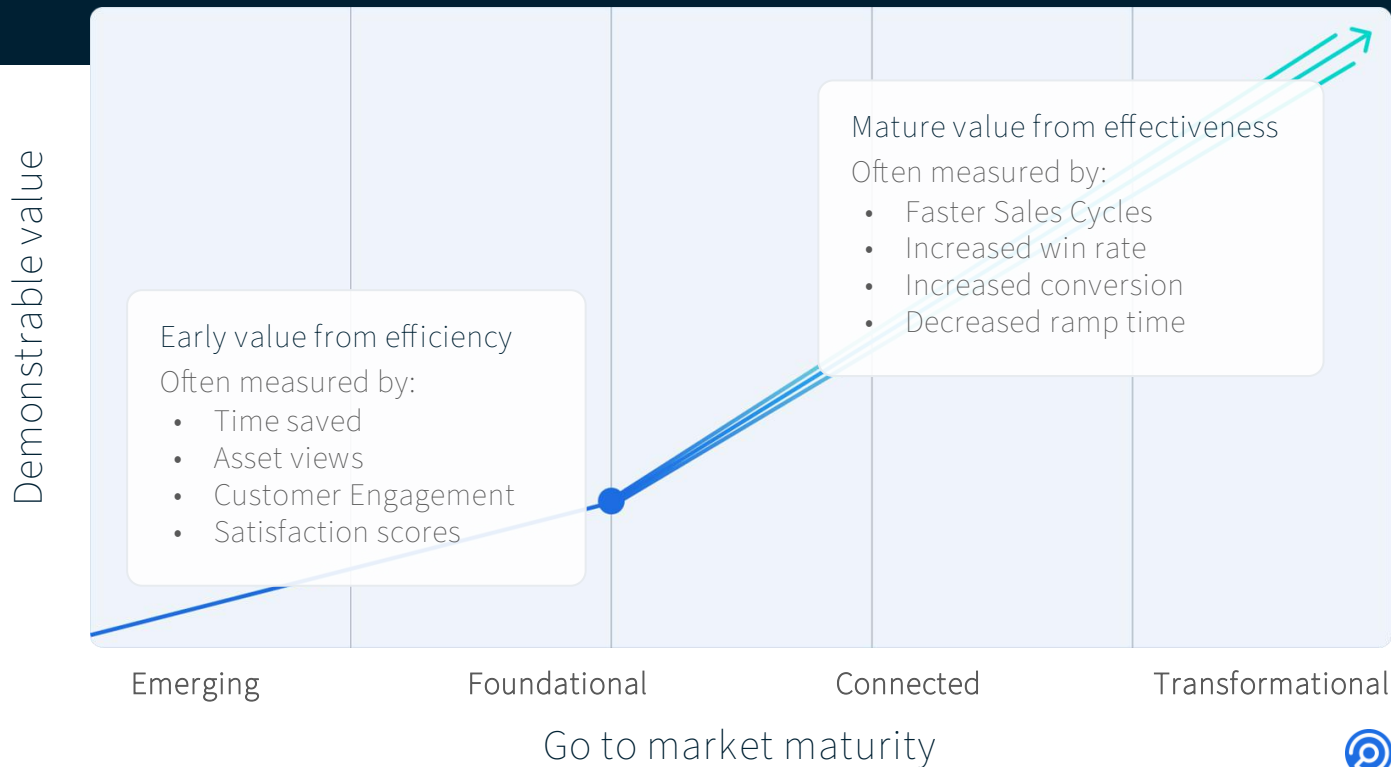
Thank you for the insightful conversation about the challenges and opportunities your teams are facing with content management. I appreciate your openness in discussing the current state and future plans.


Key Points:

- You acknowledged the busy schedules impacting timely communication and the need for effective content ownership across teams.
- Harrison shared updates on the sales process implementation

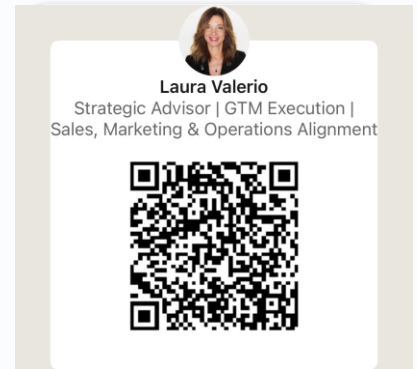
From efficiency to advantage

AI-ready teams move faster and pull ahead





Next Steps:
Join us at our booth B04 to
continue the conversation or
connect with me on LinkedIn



The 3 levers of high performing teams

Streamline workflows • Coach with AI • Personalize buyer engagement

Streamline
Workflows to drive
Successful GTM
initiatives

GTM leaders using AI-driven, unified enablement stacks are 42% more likely to increase sales productivity.

Layer AI into training
and coaching to
improve
performance

Organizations using AI to scale coaching are 20% more likely to improve revenue outcomes

Personalize
experiences to
engage modern
buyer

48% of high-performing organizations use digital rooms to scale personalized, human buyer engagement.



HIGHSPOT