



Go to Market Strategy:

This is a typical GTM strategy for Service based and SaaS companies. The chart makes it clear there are many areas of overlap of responsibilities where a company may need very different skill sets working with a prospect or client.



This is one of the most overlooked components that damages the revenue stream for a SaaS or professional services company.

Each area of friction in the buyer journey has the ability to increase Customer Acquisition Cost (CAC) and decrease the total success of the revenue organization by:

1. Decreasing the sales pipeline.
2. Damaging the lifetime value of the customer.
3. Reducing the likelihood of expansion opportunities.

LEGEND:

Prospect: Could be a subscriber or lead. Has either enrolled in a blog/resource or completed a non-decision stage form on website but NOT provided their phone number or pain point.

MQL (Marketing Qualified Lead): Has completed a non-decision or decision stage form but NOT a demo and provided their phone number or pain point.

SQL (Sales Qualified Lead): Has completed a decision stage demo form on website or call and entered by sales.

SAL (Sales Accepted Lead): Lead has been accepted as a lead by Account Executive verified using pre-determined qualification guidelines.

LIVE: Customer has been fully onboard and is using the product or service

MRR (Monthly Recurring Revenue): Monthly booked revenue

LTV - Lifetime Value: Total booked revenue over the time a customer remains with company

REVHEAT

SCHEDULE A CALL