PAID SEARCH IS NO LONGER THE GTM ENGINE

TIP 1

Paid search is no longer reliable as the primary driver of demand. AI search tools, social discovery, and declining CTRs on AI-infused SERPs are forcing a reset.

Shift your focus from SEO to generative content optimization. Influence how AI talks about your brand.

THE BUYER HOLDS ALL THE POWER

TIP 2

A market defined by risk-aversion, falling deal sizes, and longer cycles. ~70% of B2B deals now end in "no decision"—a clear signal that trust and timing are more important than ever.

Takeaway:
Modern GTM must reduce buyer risk, not just increase seller output.

SANGRAM VAJRE
GTM PARTNERS

SOFTWARE IS TAKING A BACK SEAT TO SOLUTIONS

TIP 3

Buyers are done with complex SaaS contracts and bloated implementations. They want results—not tools. We're entering an era of "service as software," where outcomes matter more than ownership.

Takeaway:
The winners will act like service firms with embedded tech—not the other way around.

WHITNEY BOUCK
INSIGHT PARTNERS

DASHBOARDS ARE DEAD. EXPERIMENTS WIN

Static reporting models no longer keep pace with AI-fueled change. Modern GTM teams need agility, not rigidity.

Takeaway:

Replace your dashboards with rapid experimentation and outcome-driven learning loops.

TIP 4

TIP 5

MOST TEAMS ARE MEASURING THE WRONG PIPELINE

Sangram challenged the obsession with raw pipeline numbers. If your funnel isn't aligned with ICP, you're chasing false positives. Volume ≠ value.
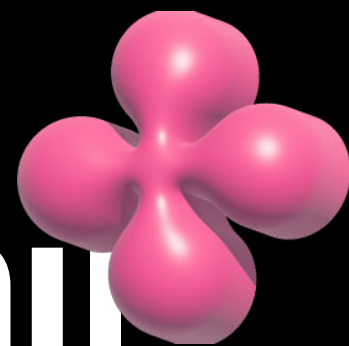
Takeaway:
Prioritize fit over fill. Better ICP drives better NRR—and better GTM.

BOARDS WANT FINANCIAL FLUENCY

TIP 6

Mark shared insights from hundreds of interviews with Fortune 2000 CFOs. Most still can't forecast GTM effectiveness. New fiduciary pressure (e.g. Delaware decision) means greater accountability across the C-suite.

Takeaway:
Marketing leaders need to speak the language of finance and risk—not just campaigns.

PERSONALIZATION AT SCALE IS HERE*

TIP 7

Both Whitney and Sangram emphasized the power of AI to deliver ABM-style personalization—at volume. Companies like Mutiny and Writer are already making it real.

Takeaway:
You no longer have to choose between scale and relevance. The tech now lets you do both.

MARKET TIMING IS EVERYTHING

TIP 8

Two-thirds of GTM outcomes come from forces you don't control. If you don't understand when value shows up, you'll never see it—let alone scale it.

Takeaway:
Time lag is the silent killer in GTM. Model it—or miss it.

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