

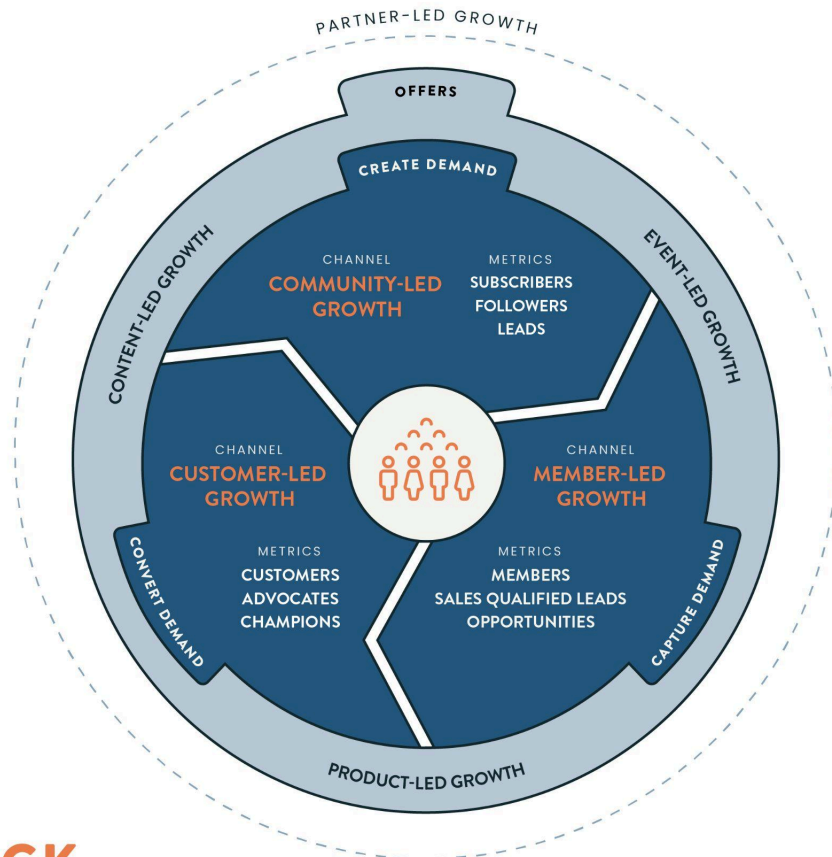
People-first GTM Framework Guide [\[MAKE A COPY\]](#)

The People-first GTM Method is a comprehensive resource that helps you implement People-first GTM to grow your business. It all starts with a belief that's the spark of the story and problem identification process. Then followed by building relationships and partnering with the right people, places, and brands to create an efficient, people-first growth strategy.

People-first GTM Framework



PEOPLE-FIRST GTM MODEL



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PEOPLE-FIRST GTM FUNNEL

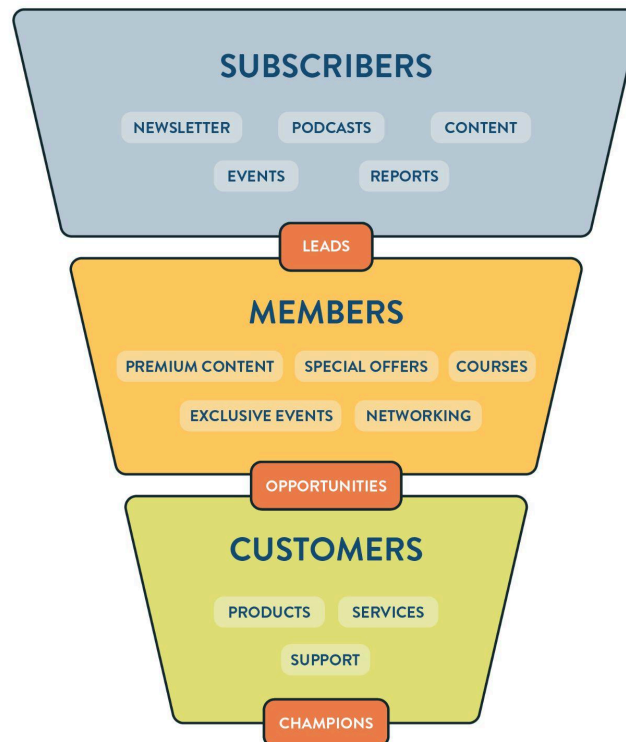


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Leadership

Company Culture

- Vision & Mission
- Principles & Values
- Story and Point of View
- Company Structure
- Operating Rituals

Financial Plan

- Annual Goals
- Volume, Velocity, Conversion Rates, Value, and Costs

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- Headwinds
- Tailwinds
- Assumptions

Ideal Customer Profile

Total Addressable Market

- Inclusions
- Exclusions

Serviceable Addressable Market

- Account Fit Profile
- Account Segment Definitions
- Buyer Fit Profile
- Buyer Persona Definitions

Funnel Model

- Segments
- Target Accounts
- New Business
- Existing Business
- Account Intent Signals
- Buyer Intent Signals

Positioning

Brand Story and Point of View

- Strategic Narrative
- Thought Leadership Category
- Customer Problems
- Category / Solution Messaging

Value-based Messaging

- Product Positioning
- Required Capabilities
- Use Cases
- Differentiators
- Customer Value and Examples

Operations

Product Strategy

- Product Roadmap
- Pricing and Packaging
- Competitive Information and Intelligence
- Release Plan and Cadence
- Customer Request Backlog

Integrated Revenue Campaigns

- Campaign Themes
- Targeted Audience Programs and Goals
- Offer Creation and Distribution Plan
- Channel Activation and Budgets
- Sales and Customer Success Enablement

Revenue Enablement

- Customer Journey Placemat
- Sales Methodology
- Sales Placemat and Strategy
- Sales Stages
- Funnel Stage Definitions
- Customer Success
- Technology

Customer Success & Management

- Customer Onboarding
- Leading Indicators of Retention & Value
- Customer Education and Training
- Customer Expansion
- Customer Renewal

Offers

Content-led Growth

Event-led Growth

Product-led Growth

Channels

Community-led Growth

Member-led Growth

Customer-led Growth

Partners

Internal Partnerships

- Sales Team
- Customer Success Team
- Finance Team
- Product Team
- HR Team

External Partnerships

- Co-marketing Partnerships
- Co-selling Partnerships
- Co-serving Partnerships
- Product Partnerships
- Influencer Partnerships
- Content Partnerships
- Event Partnerships