

GTM Prime Directives

	Engagement	Awareness	Enablement	Trust
Measures:	<ul style="list-style-type: none"> • Influenced ACV • Attach Rate Growth • # of Partner Engaged • Account Maps • Partner Sponsored Events 	<ul style="list-style-type: none"> • Playbooks • Fullforce Solutions • AVP/RVP Calls • On Team Calls • QBRs 	<ul style="list-style-type: none"> • Advocacy • Testimonials • Case Studies 	<ul style="list-style-type: none"> • “Facetime” • Accessibility • Thought Leadership
Obstacles:	<ul style="list-style-type: none"> • Partner’s Urgency to act • Capturing Partner Influence • Compensation 	<ul style="list-style-type: none"> • Partner Rules of Engagement • Forecasting responsibility 	<ul style="list-style-type: none"> • Programmatic Partner Enablement • Partner Product Enablement 	<ul style="list-style-type: none"> • Lack of Experience • Lack of relationships

INDIVIDUAL CONTRIBUTOR

Audiences

GTM Team	Frequency	Sales Team	Frequency	Partners	Frequency
Marketing	Weekly 1:1	BDR	Monthly 1:1		
BDR	Weekly 1:1	AE	Monthly 1:1		
AE	Weekly 1:1	PAM	Monthly 1:1		
Partner	Weekly 1:1	Services	Monthly 1:1		
		Customer Success	Monthly		

Business Outcomes

Build	Timing	Enable	Timing	Execute	Timing
		QBR Content	Quarterly	Team Quota Achievement	Quarterly/Annual
		Account Mapping	Weekly	Team KSO	Quarterly
		Partner Playbook	Ongoing	Team Member Quota	Quarterly
				Team Member Quota	Quarterly

Activities

Activity	Due by
KSO Reporting	Month/Date
Account Mapping	Weekly
Forecast	Weekly
Dashboard	Quarterly
Partner Playbook	Ongoing
Big Bet Go-to-Market	Ongoing