



# GTM Suite

How Cien.ai runs a successful POV for  
**B2B Enterprises**

2024

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We help you analyze and transform B2B Go-To-Market teams faster, deeper, and more cost-efficient than ever before

## What GTM Suite Does

We automatically standardize, enhance and organize CRM data, so that it can be used in the most sophisticated and reliable AI-powered apps & analytics.



## GTM Suite Benefits

- Provides significantly lower cost than current analysis process
- Solves the shortage of skilled Data Scientists w/ RevOps
- Delivers measurable, actionable and monitorable results, within days

- POV is a simple & fully managed process with a 3-5 hour commitment for the Point of Contact



## 1. Prep Ensure Success

- NDA
- Order Form
- PoC - Point of Contact(s)
- Cien.ai Security Overview



## 2. Connect Sync Securly

- 1-click Sync Connection
- Automatic Data Cleaning & Enhancement
- Data Calibration Worksheet & Sales Team Roster
- Provisioning of PBI Dashboards



## 3. Evaluate Insights Delivered

- Dashboards Available
- API Data Available
- Heatmap Analysis
- Heatmap Findings Doc

## GTM Suite

Cien.ai's TrueAI GTM Suite - 5 Power Bi reports (ADE, Strategic, Tactical, Management, Utility) with growth metrics across 5 categories.



## Heatmap Findings

A comprehensive process that confirms or disproves a set of common growth friction hypotheses. The confirmed hypotheses are then quantified to arrive at a total \$ opportunity that could be realized by addressing them.

GTM Heatmap Analysis Findings
Prepared for **Verifictus**

**Executive Summary: Summarized Key Findings**

**Estimated Data-Driven  
GTM Transformation Opp.**

## \$79M

Areas of Strength:

- Increasing deal size
- Effective cross-selling

Est. Opp.	\$39M	\$21M	\$19M
<b>Growth Category</b>	Existing Customer Expansion	New Logo Selling	Rep Performance
<b>Confirmed Hypothesis</b>	High Churn	Poor Pipeline Quality	Unsuccessful Reps Ramping
<b>Comments</b>	Churn is significantly over peer averages and has accelerated in 2023.	In 2023, the avg. predicted New Logo deal win-rate declined to 10%, compared to 17% in 2022. I.e. reps	In the last couple of years, only 25% of new reps have reached acceptable performance level.

GTM Heatmap Analysis Findings
Prepared for **Verifictus**

**Key Findings #3**

**Qualitative Narrative**  
Company has material weakness in the E significant drag on growth. The contrib transformation.

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**Verifictus Results**

**Account Exec**

**12-Month Ramping Status**

**Peer Average**

**Verifictus Comments:**  
Only a minority of the reps hired in the year were successful in reaching an acceptable performance level (green) and most remained underperformers (white) or terminated/resigned (red).

**Score** 35

**Est. Opp.**  
**\$21M**

**Unsuccessful Rep Ramping - General Comments**  
Unsuccessful rep ramping is a common problem, and while many companies focus on the time to quota an equally important factor is % of reps that reach acceptable performance within a year.  
Root causes tend to be poor coaching, huge discrepancy in access to quality leads and pipeline and rep effort level.

**Formula:** Est. Impact = Rev \* Growth Rate \* (50 - Score) \* (1+ Category Significance) ▶ **\$39M** = \$450M \* 27% \* (50-35) \* (1 + 10%)

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## API

Provides access to the underlying data from Cien's TrueAI platform, built to enable sales and marketing technology applications and analytics in completely new ways.

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## Confirm or Disprove Problem Hypotheses

The unique Heatmap process allows you to quickly either confirm or disprove a set of common hypotheses quantitatively, using very granular data and selection criteria.

### 1. Hypothesis Definition

A set of common growth friction points are defined.

### 2. Confirm or Disprove Hypothesis

Each hypothesis section provides examples of confirmed hypothesis vs. disproved, using the specified GTM Suite dashboards.

### 3. Insights & Transformation

Suggestions on how to dig in deeper are provided along with transformation ideas to realize the missed growth opportunity.

Problem Category: Rep Performance

Hypothesis 1: **Poorly Structured Sales Organization**

**Common Issues:** No clear differentiation between "farmers", resulting in an overemphasis on existing clients at the expense of New Logo sales.

Navigation to Data-Driven Insights:

- [Strategic Report -> Sum. User Role Performance](#)
- [Strategic Report -> Account Exec. User Role Performance](#)



Hypothesis 1: **Poorly Structured Sales Organization**

Prerequisites	Further Research & Insights	Transformation Ideas
<p>liberation that maps the es and explicitly identifies r role (e.g. Account vs. the farmer role (e.g., manager).</p>	<ul style="list-style-type: none"> <li>Look at the quality of leads sent to the prospecting team (Strategy -&gt; Sales &amp; Marketing Alignment).</li> <li>Review the number of leads being touched in a period (Strategy -&gt; Account Executive User Role Performance).</li> </ul>	<ul style="list-style-type: none"> <li>Weekly monitoring of time spent prospecting.</li> <li>Employ an SDR team to work top of the funnel and hand off deals</li> <li>Change the comp plan to further incentivize New Logo deals.</li> </ul>

## POV Next Steps

1. **Prep** - NDA, Order Form, Point-of-Contact, Client Selection
2. **Connect** - CRM Access, Roster & Calibration Sheet, AI Processing, Dashboards
3. **Evaluate** - Data Analysis, Compile Deliverables, Stakeholders Review Sessions