

# Rapid GTM Diagnostic

## AI-powered decisions.

## Practitioner-led execution.

### Identify Efficiencies. Prioritize Growth Levers. Act with Confidence.

In today's unpredictable market, CEOs and commercial leaders face pressure to grow faster—with fewer resources and higher scrutiny from boards and investors. SBI's GTM Diagnostic provides a fast, AI-enhanced view into your GTM performance. It reveals where commercial resources are misaligned, what's slowing down growth, and where to redeploy for the highest impact.

The combination of AI driven data and practitioner led insights bring an experienced perspective by SBI's Commercial Framework across four components key to commercial success: Strategy, Talent, Structure, Data.

### Identify Opportunities for Improved Return on Go-to-Market (RoGTM)

#### Strategy

**Assess your growth goals** to quantify where growth is coming from and at what cost. Be confident in your balance of growth and EBITDA to achieve your "Rule Of" metric.

#### Talent

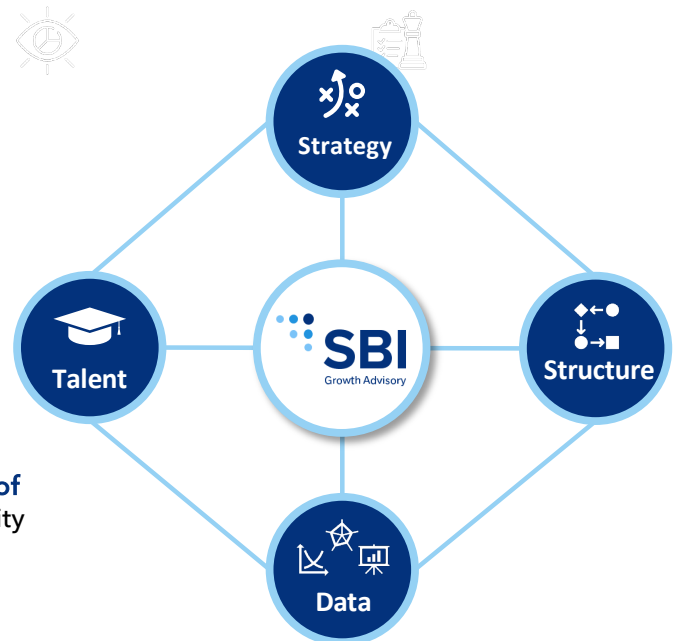
Examine the commercial talent to ensure resources align to corporate strategy. Validate actual performance to expected results to achieve your Productivity metric.

#### Structure

We provide an evaluation of the **makeup and performance of your sales team**—from ramp times and turnover to productivity gaps across top and low performers.

#### Data

We measure the accuracy and usefulness of your pipeline, forecasts, and segmentation to **ensure you're making data-driven decisions**



SBI analyzes company performance data to baseline the KPI for each corner of the diamond in the SBI Commercial Framework. The GTM Diagnostic provides a clear, prioritized path to improve each KPI.

# Execution-ready Insights, Delivered at Speed

## Deliverables

- **Executive Summary:** Categorize growth levers backed with evidence to act in confidence.
- **Performance Scorecard:** Baseline company performance to industry best practices.
- **GTM Heatmap:** Quantify uplift, cost, and effort to prioritize initiatives vs. commercial strategy.

## How it works

- **Kick off:** Define outcomes and validate data sources
- **Data collection:** Connect CRM, Finance, and HR data
- **AI Analysis:** ACE identifies trends and benchmark gaps
- **Executive readout:** Insights delivered in under 30 days with clear GTM action items

## Why it's valuable

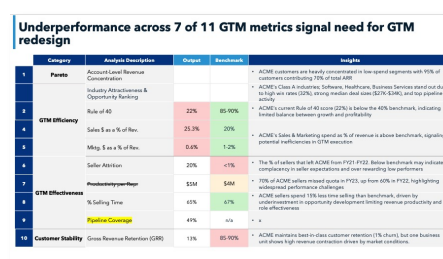
- Requires minimal leadership time or disruption.
- Rapidly develop an unbiased commercial fact base.
- Improve your Return on Go-to-Market spend.

## Sample Output

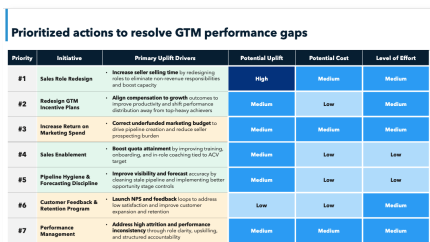
### Executive Summary of results in each category



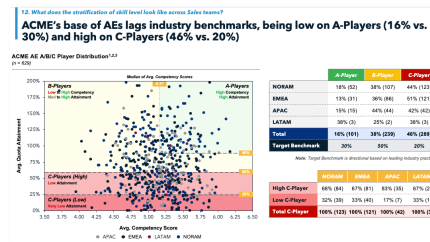
### Performance scorecard against benchmarks



### Heatmap of areas to focus GTM strategy



### Detailed analysis



## WHY SBI?

SBI is the world's leading go-to-market strategy and execution firm specializing in accelerating profitable growth for businesses. Leveraging a blend of data-driven insights and practical, hands-on experience, SBI delivers end-to-end solutions tailored to clients' unique challenges. Its approach focuses on aligning commercial strategy with best-in-class execution, enabling organizations to optimize performance and drive sustainable growth. From strategy development to execution at speed, SBI partners with commercial leaders to ensure alignment and success, positioning companies for long-term value creation.

Learn more: [sbigrowth.com](https://sbigrowth.com)