



Optimizing the GTM Process for Growth

Rapid Assessment and Adjustment to Support M&A Strategy

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CRO, Vibe HCM

“Ellen’s ability to hone in on the Go-to-Market challenges we were facing and implement the changes needed for success created confidence in the sales team to execute our plan.”

BY THE NUMBERS



400+

Organizations Analyzed for ICP Evaluation



50+

Prospect and Customer Interviews



5

Levels of the Marketing/Sales Funnel Analyzed and Benchmarked



ELLEN MADONIA

Strategic Marketing Consulting



CHALLENGES

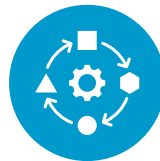


Vibe HCM, a leading provider of Human Resources software, was in a transitional period. Through M&A, they broadened their offering to deliver an end-to-end HCM platform. As a result, there were significant sales process challenges that required rapid assessment and action to optimize the opportunity and succeed in the competitive landscape.

SOLUTIONS



A collaborative effort between sales, marketing, and revenue ops was initiated to rapidly gather the data necessary to assess the process and make adjustments required to support the new strategy.



ICP Evaluation



Critical Sales Stage Interviews



Funnel Analysis

RESULTS



1

Narrowing the Ideal Client Profile (ICP)

A detailed analysis of customer/prospect demographics and psychographics enabled us to further define our mid-market ICP and better align the product offering by persona.

2

Win/Loss and Post-Demo Interviews

After identifying conversion rate challenges at specific points in the process, we implemented win/loss surveys as well as post-demo surveys for real-time, actionable feedback.

3

Conversion Rate Measurement & Benchmarking

From initial lead generation, to opportunity creation, to eventual win/loss, all stages of the funnel were evaluated and benchmarked to pinpoint training and execution opportunities.