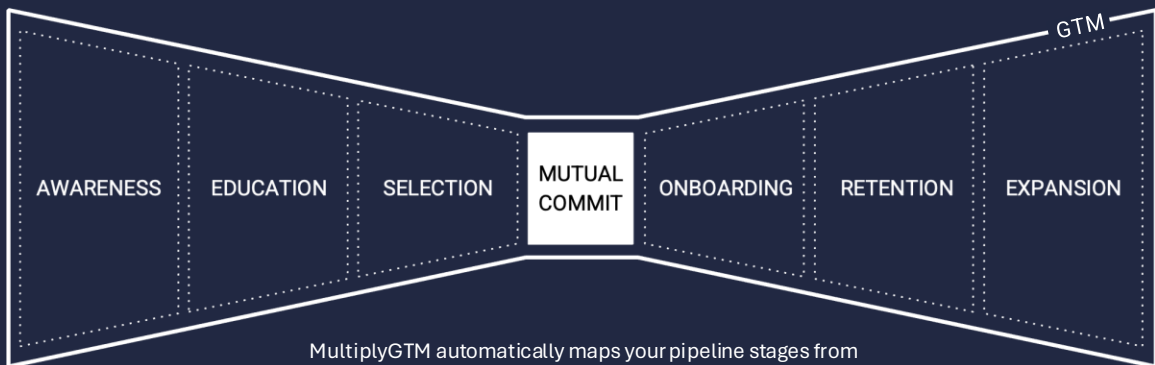


Become a Recurring Revenue Factory

Be the first to experience building revenue plans using Winning by Design's Architecture Framework directly within the MultiplyGTM revenue planning software.

- Determine optimal revenue paths from startup to scaleup to grownup
- Model the impact of retention, new acquisition and expansion sales on your ARR goal
- Track volume (VM), conversion (CR) and time (t_n) performance using the MultiplyGTM library of Operational Growth Metrics
- Measure & adjust your daily recurring impact through the Throughput Index™
- Pinpoint causation to drive certainty into your revenue outcome



MultiplyGTM automatically maps your pipeline stages from HubSpot & Salesforce to the Revenue Architecture bowtie

"As soon as I saw what MultiplyGTM was doing with GTM planning, I knew it made absolute sense bring them on board as a partner given our common DNA of wanting to bring science to the discipline of GTM planning. Embedding the Revenue Architecture Framework models into the MultiplyGTM software platform is big step in achieving this."

-Jacco van der Kooij, Winning by Design Founder

Revenue Architecture Models within MultiplyGTM



Platform Highlights

- Annual planning
- Long-term strategic plans
- Multi goal types e.g. ARR
- Recurring/non-recurring offerings
- Multiple pipelines
- Multiple channels
- Fixed & variable cost modeling
- Scenario modeling
- “Get-back-on track” forecasting
- Timeline simulation
- Real-time CRM sync
- Plan Intelligence analytics
- Insight library

1 Revenue Model
Establish optimal mix of ownership vs. subscription vs. consumption pricing.

2 Data Model
Maximize volume, conversion rates, time performance across the entire bowtie lifecycle.

3 Math Model
Calculate required new acquisition, retention, & expansion sales to hit an ARR goal.

4 Operating Model
Align your marketing and sales pipelines resulting in a closed-loop GTM plan.

5 Growth Model
Track revenue breakpoints driving you from startup to scaleup to grownup.

6 GTM Model
Plan GTM motions to support territories, product offerings, vertical markets, etc.

Winning by Design distills the entire recurring revenue operation into six essential models.

Build directly within the MultiplyGTM revenue planning software platform.

multiplygtm.com