multiplyGTM
Your path to revenue growth.

Revenue Planning & Optimization Guide

You know your goal but how do you actually hit it?

Types of Models

What Should you Be Building?

Strategic Plans

Determine required growth trajectory to support a ARR goal.

Necessary motions and revenue guidance on new acquisition, retention and expansion mix to support your ARR goal.

"we want to hit $10MM ARR by the end of next year – how do we get there?"

Execution Plans

Revenue optimization against your strategic plan.

Track performance and course-correct as needed, to ensure you achieve your revenue goal.

"how are we really tracking against our plan and how achievable is our goal?"

Models That Reflect Your World

Revenue models are complex. Where do you start?

Required lead volume, pipeline, necessary marketing spend, headcount, appropriate GTM motions, new acquisition vs expansion sales, even product pricing.

All these impact drivers have a strong influence on revenue outcome.

Napkin math isn't sufficient to establish a revenue plan.

Revenue Responsibility

Breakout your big picture goal by geographical location, sellers & verticals that you sell into.

Quarterly Goals

Account for seasonal trends, sales ramp-up time and even product launch timing.

The Things You Sell

Capture your products and service offerings and how you price them e.g. ownership vs. subscription.

Client Adoption

How many repeat buyers do you think you can retain? Adoption and churn drive your retention business.

Pipeline Performance

Establish a closed-loop model. Top-down analysis for revenue projection. Bottom-up for required lead volume.

Lead & Opportunity Ownership

Marketing ownership of new sales lead generation; sales ownership of renewal & expansion.

What Should You Measure?

Lagging & Leading KPIs

Once your revenue plan is established, there are specific KPIs that help you both analyze historical performance as well as predict your forward-looking outcome.

Lagging Indicators
Performance To Date

Analyzing marketing & sales performance-to-date helps influence your forward-looking forecast.

Leading Indicators
Your Forecast

Without a realistic forecast, you don't know where you should be headed. Use your revenue model to automatically course-correct throughout the year.

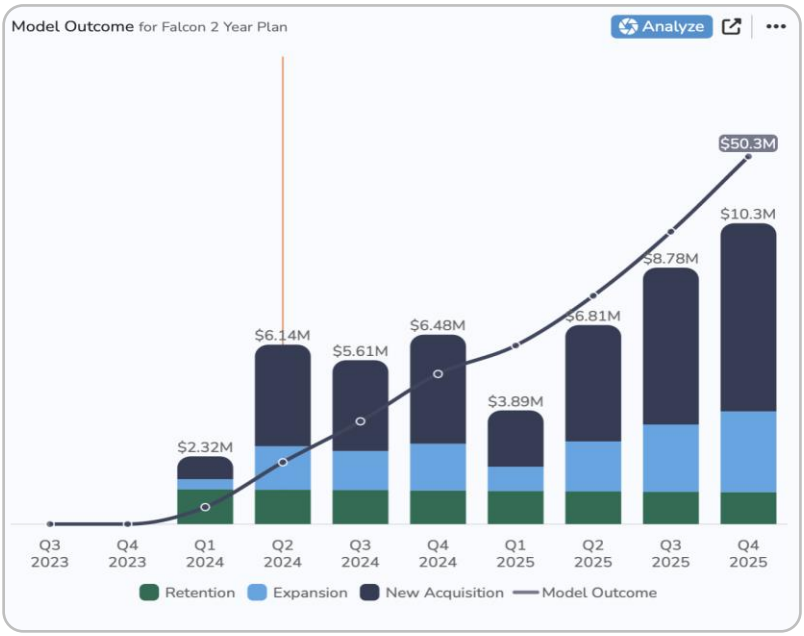
Micro-Manage Your Plan
Daily Check-in

Don't wait until the end of the quarter to realize you missed the mark. Use your model daily to track your pipeline throughput. Throughput is the strongest KPI for tracking required pipeline activity.

ARR Trajectory

How Much Do You Actually Need to Sell?

New Sales vs. Retention vs. Expansion Revenue



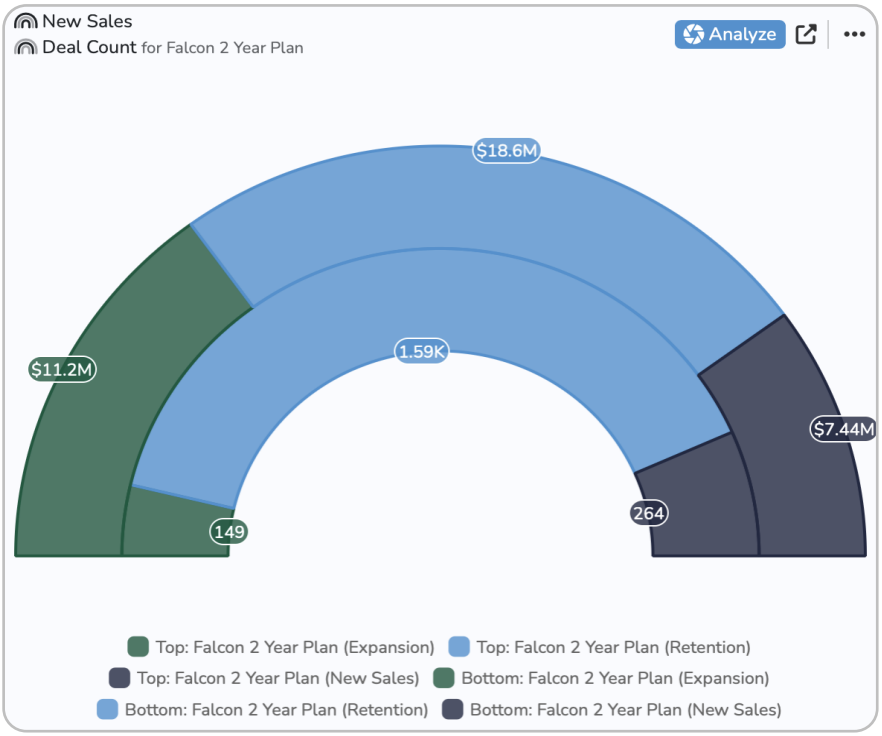
Calculate the optimal revenue source mix needed to achieve your goal and revenue growth.

A 10% growth in ARR requires more than simply a 10% increase in new sales.

Deal Contribution

How Sellable Are Your Offerings?

Volume, Value, Velocity



Calculate how many deals are required to hit your goal.

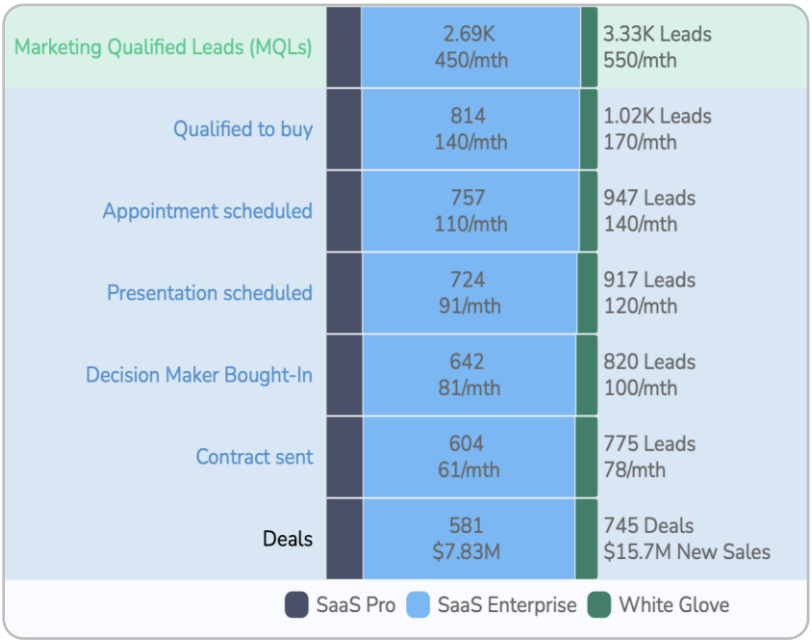
How much true value do your offerings bring?

Is sales cycle hindering your ability to sell?

Lead Generation

What Activity is Needed?

The Funnel & Bowtie



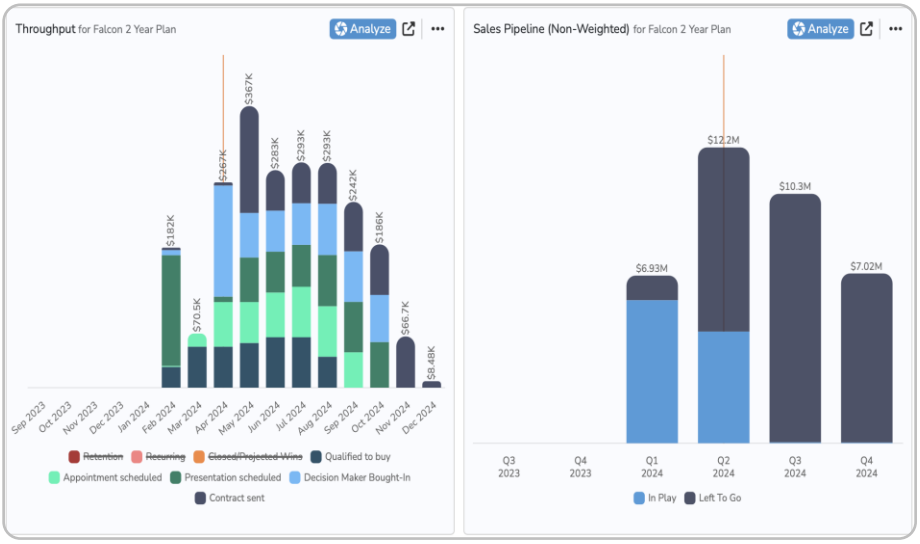
Determine required lead generation volume, conversion rates and timing to support your revenue goal.

Know where to focus your GTM motions to support lead generation.

Pipeline Health

How Much Head of Steam & Momentum Do You Need to Carry?

Volume and Throughput



Understand how much pipeline volume is needed at any point in time.

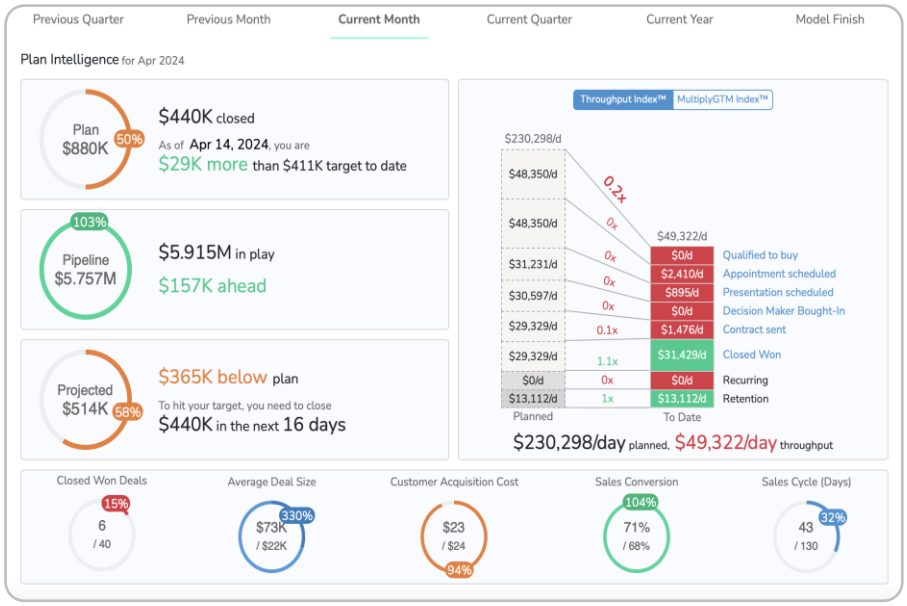
Additionally, calculate required pipeline throughput ($/day) to hit your goal.

Throughout is a measure of pipeline **change** as opposed to simply looking at volume. This is a much more effective measure of pipeline health.

Performance Execution

How Are You Tracking Against Your Plan?

Plan, Re-Plan, Repeat



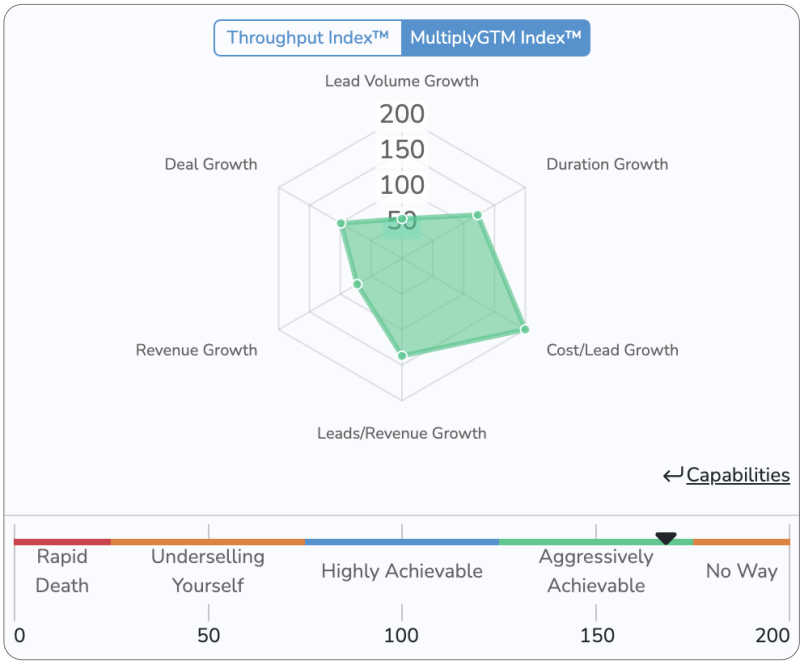
Track performance against your plan as your year progresses. Pro-actively course-correct as needed.

Forecast your outcome based on performance to date and determine what is needed to get back on track.

Plan Aggressiveness

Can You Really Hit Your Goal?

Revenue Growth



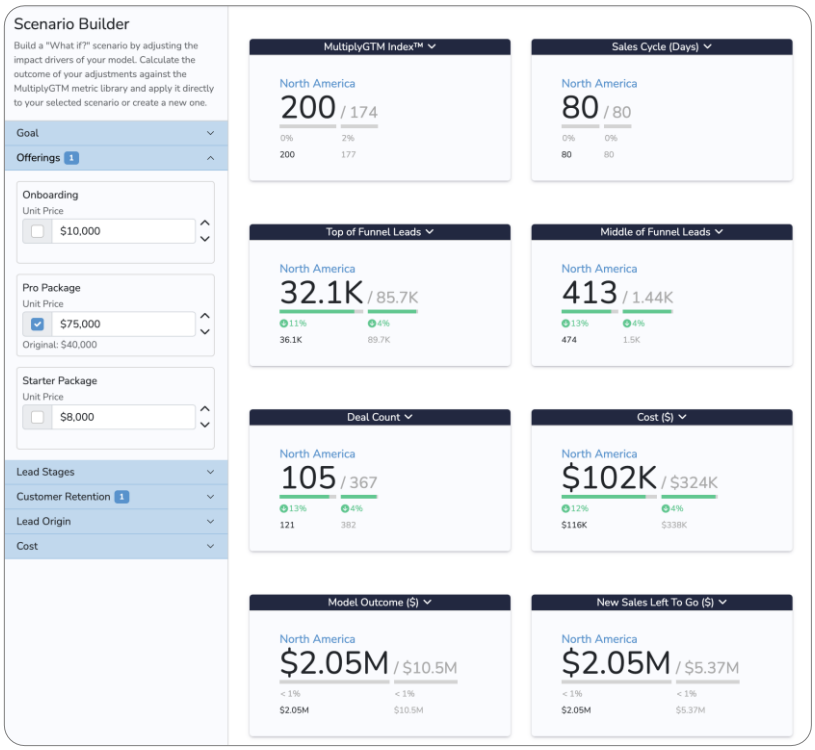
Revenue growth is achieved in different ways including more leads, shorter sales cycles and of course more deals.

Measure the achievability of these and other impact drivers to determine how big a leap your revenue growth aspirations really are.

Outcome Certainty

How Resilient To Change Is Your Plan?

Explore Scenarios



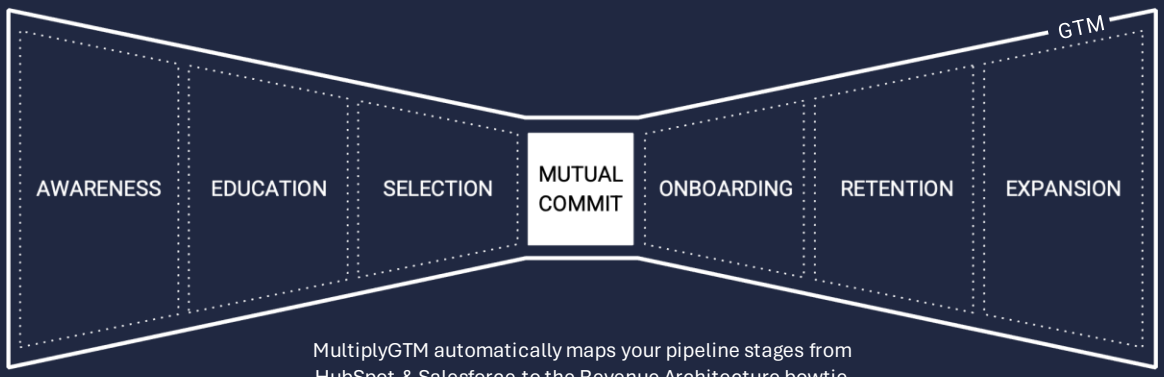
Knowing how robust your plan is and how sensitive to change it is, is key to success.

Explore alternate scenarios to help land on an optimal path to success.

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

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The MultiplyGTM Impact

Plan in context, not in the abstract.

1,500+

Data Driven Plans & Scenarios Modeled

How do you create GTM plans that align with revenue goals?

75%

Less Time Creating & Managing GTM Plans

How much time do you spend updating spreadsheets?

2x

Greater Confidence in Goals & Alignment Across Teams

Certainty of your goal being achieved?

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Your path to revenue growth.

Learn More

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