EBOOK

Leading your GTM teams through disruption

Prioritize, align, and orchestrate with integrated revenue performance management

Anaplan

Table of contents

Beyond sales: Integrating GTM teams and accelerating growth

Revenue outcomes depend on more than your sales team alone. Complex products and services sold through intricate customer journeys require connected planning and revenue orchestration across all your go-to-market (GTM) teams — from marketing, sales development, and account executives to solution consultants, overlays, and customer success.

If each team is making siloed decisions based on disparate data sources, you'll struggle to focus on opportunities with the highest potential, adapt to market volatility, and maximize revenue. Integrated revenue performance management (RPM) will help shape your GTM strategy.

By defining and aligning your corporate and commercial strategies, you can more effectively allocate investments where they will have the greatest impact. Streamlining how you design, deploy, measure, and adapt your plans will ensure your entire GTM organization is aligned so you can win more and retain longer. RPM will also help you anticipate change in the market and adapt your GTM strategy and plans swiftly.

Disruption happens: Are you ready to respond?

Everywhere you look in today's market, you'll find new disruptions. With disconnected GTM planning processes, it's difficult to stay ahead of competitive shifts, evolving consumer behavior, economic volatility, and geopolitical uncertainty. And it's almost impossible to evaluate strategic trade-offs, adjust plans dynamically, and assess the impact of decisions with confidence.

Revenue leaders need precise insights and real-time visibility into team, channel, and market performance to maximize revenue. You need to shape an effective GTM strategy with plans that are not "one-and-done" but that align with your business goals and adapt quickly to market risks and opportunities.

Traditional planning doesn't cut it. Challenges include:

- **Outdated, fragmented data** that makes decision-making reactive, not strategic
- **Disconnected processes** that create bottlenecks, hinder orchestration, and reduce agility
- **Disjointed plans within and across teams** that create inefficiencies and redundancies that slow down execution
- **Siloed decision-making** that leads to misalignment and missed opportunities, stalling growth

To boost productivity of your strategy, operations, and frontline teams, you need to leverage real-time data to optimize account segmentation and scoring, capacity and coverage, territories, and quotas. You also need to model trade-offs to navigate disruptive markets and complex customer journeys. There are three steps to achieving this as part of a successful RPM strategy.

Three steps to lead your teams to RPM success

1. Shape your strategy and prioritize best bets

Regularly reassess market sizing and account segmentation and scoring to ensure your strategy and plans are dynamic and responsive to market changes.

- **Analyze historical and forecasted market** and product performance for patterns of success.
- **Assess market and wallet sizing** to give a clear picture of total addressable market (TAM), serviceable obtainable market (SOM), and potential revenue from specific segments and accounts.
- **Define your ideal customer profile (ICP)**, considering buyer behavior, intent signals, and likelihood to purchase.
- **Prioritize accounts intelligently using multi-factor rules** with top-down or bottom-up scoring in any given segment.

2. Align your headcount to market opportunities

Model complex capacity scenarios and understand the impact of adjustments in real time, ensuring you have the right people in the right roles at the right time to optimize your coverage models.

- **Determine GTM capacity** across every team (and agentic AI) that touches revenue to streamline orchestration.
- **Gain real-time visibility** into headcount performance and ramp, with “what-if” scenarios to optimize staffing decisions and respond faster to market changes.
- **Align capacity** with revenue targets, headcount expense planning, and workforce hiring plans.
- **Monitor new-hire performance** against expected ramp time with data-driven impact analysis, plan for employee turnover, and proactively mitigate its impact with attrition data.

3. Deploy your resources and streamline revenue orchestration

Keep you GTM teams connected and agile with dynamic workflows and continuous monitoring to optimize resources when the market shifts.

- **Maximize the productivity of your GTM teams** by designing, deploying, and adapting territories and quotas on time based on your segmentation and capacity plans.
- **Allocate targets and set motivating top-down and bottom-up quotas**, ensuring they are tied to corporate goals, GTM strategy, and account potential with role-specific ramping and seasonality.
- **Empower GTM teams with intelligent, balanced, and equitable territories** focused on your highest-potential accounts, maximizing efficiency and effectiveness.
- **Manage territories and quotas throughout the year**, adapting as reps come and go, realigning resources, and maintaining focus on high-potential opportunities.

Stay agile to outpace market shifts — and your competition

An agile GTM organization is empowered by connected, data-driven insights and precise, intelligent scenario modeling, making it better equipped to navigate disruption and stay ahead of the competition. Only Anaplan brings together every facet of GTM planning and integrated RPM to give revenue and operations leaders access to dynamic, proactive insights in one place, helping to achieve your full revenue potential.

You can streamline processes such as market sizing, account segmentation and scoring, GTM capacity planning, and territory and quota planning to make more confident GTM investments, boost productivity, and maximize revenue to meet your goals. By connecting the dots between all your GTM teams — and across your wider organization — on a single platform, you can transform your commercial strategy into a powerful engine for sustainable revenue growth.

Leading companies have already embraced integrated RPM.

Discover how LinkedIn achieved:

2x more frequent sales planning

75%+ faster territory planning

7,500 hours saved
in GTM operations

Read customer story

Learn more about Anaplan's suite of RPM solutions →

About Anaplan

Anaplan is the only scenario planning and analysis platform designed to optimize decision-making in today's complex business environment so that enterprises can outpace their competition and the market. By building connections and collaboration across organizational silos, our platform intelligently surfaces key insights — so businesses can make the right decisions, right now.

More than 2,500 of the world's best brands continually optimize their decision-making by planning with Anaplan.

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