



GTM Alignment Revolution

Connecting Sales, Marketing, and RevOps through AI-driven insights for transformational revenue growth and operational excellence.

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Agenda

01. GTM Alignment Challenge

Understanding the critical misalignment gap affecting 85% of organizations and its revenue impact.¹

02. AI-Driven Solutions

Exploring advanced AI technologies that bridge sales, marketing, and RevOps operational silos.

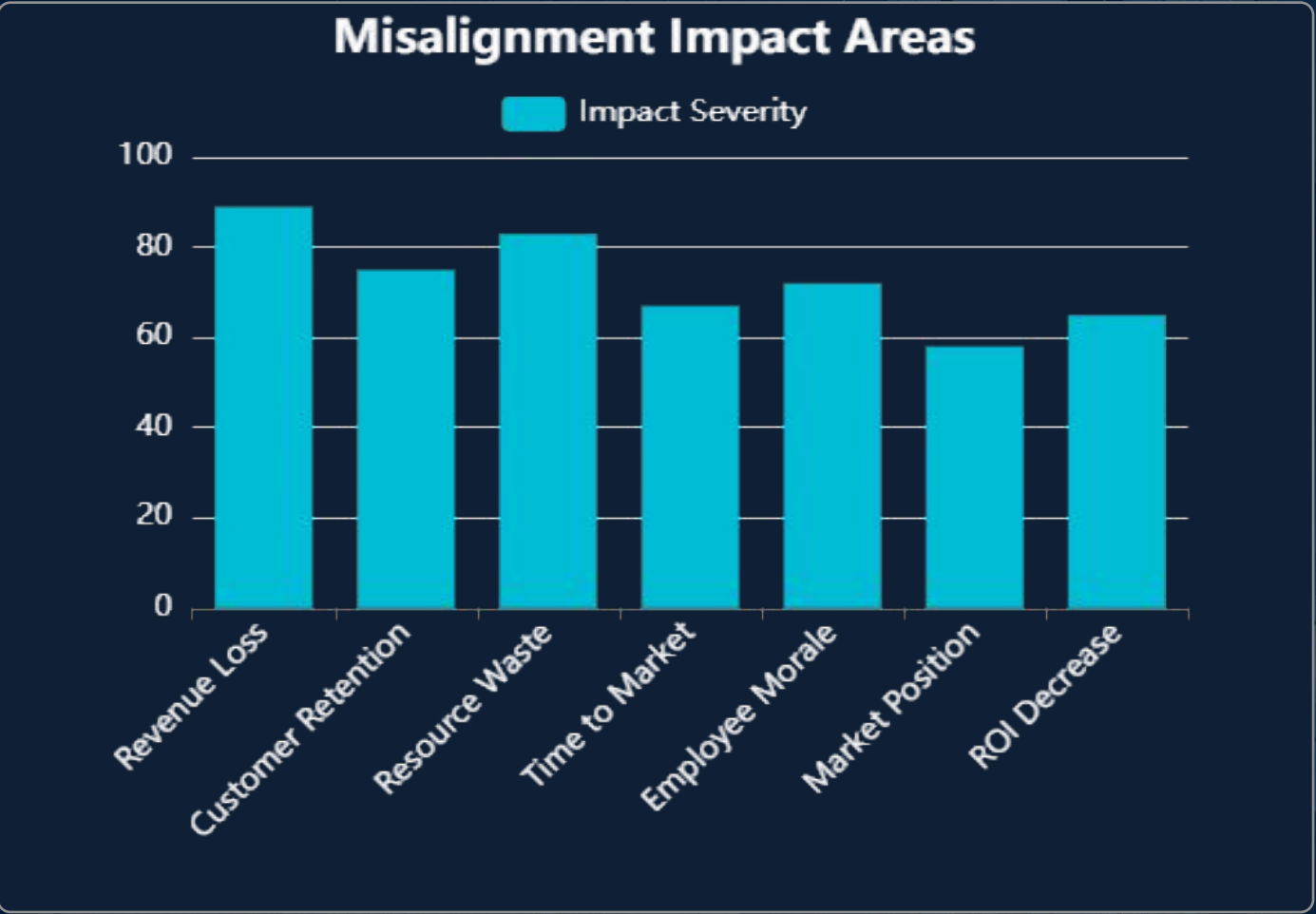
03. Proven ROI Results

Real-world case studies demonstrating 25-76% performance improvements with AI integration.²

04. Implementation Roadmap

Strategic framework for deploying AI-powered GTM alignment in your organization effectively.

The GTM Alignment Crisis



Critical Statistics

85% of GTM teams experience ongoing misalignment despite confidence in their strategies.³



Financial Impact

89% report direct revenue impacts from collaboration breakdowns and siloed operations.⁴

^{3 4} Mural GTM Alignment Gap Research Study, May 2025

AI-Powered GTM Transformation Framework

Unified Intelligence Platform

AI systems analyze 350+ data sources to create single source of truth across sales, marketing, and RevOps teams, enabling data-driven decision making and eliminating operational silos that cost organizations millions annually.⁵



Predictive Analytics

Machine learning models achieve 30-75% accuracy in lead scoring while reducing qualification time by 30% through automated prospect analysis.⁶



Real-time Alignment

AI agents provide autonomous task execution and seamless handoffs between teams, doubling effective workforce capacity through digital collaboration.⁷



Proven ROI Performance Metrics

76%

Win Rate Increase⁸

Lead Intelligence

AI-powered lead scoring transforms prospect qualification with unprecedented accuracy and speed for revenue teams.

- 25% pipeline growth through predictive analytics implementation.¹²
- 30% conversion rate improvement over traditional methods.¹³
- Real-time scoring updates capture changing market dynamics.

78%

Faster Deal Closure⁹

Revenue Operations

Unified RevOps platforms deliver 36% more revenue growth through aligned people, processes, and technology integration.¹⁴

- 47% productivity increase reported by frequent users.¹⁵
- 12 hours saved weekly through automation implementation.¹⁶
- 28% profitability improvement with team alignment strategies.¹⁷

70%

Deal Size Growth¹⁰

Market Execution

AI-native companies achieve 56% conversion rates from trials, demonstrating superior go-to-market performance and efficiency.¹⁸

- 20-30% higher campaign ROI through intelligent optimization.¹⁹
- 32% sales conversion increase with AI-enhanced processes.²⁰
- Hyper-personalization scales without quality loss across channels.

\$4.50

ROI Per Dollar¹¹

^{8 9 10} Persana AI Sales Case Studies, August 2025 ¹¹ SuperAGI ROI Analysis, 2025 ^{12 13} Persana AI Predictive Lead Scoring Case Study, 2025 ^{14 17} Forrester Revenue Operations Research, 2025 ^{15 16} ZoomInfo AI in Sales & Marketing Survey, 2025 ¹⁸ SuperAGI AI vs Traditional GTM Analysis, 2025 ¹⁹ Hurree AI Marketing ROI Study, 2025 ²⁰ GTM Buddy RevOps & Enablement Report, 2024

AI-Driven GTM Implementation Roadmap

Assessment & Strategy

Conduct formal AI strategy assessment, identify value opportunities, and prioritize data modernization initiatives.



Platform Integration

Deploy unified CRM systems, implement predictive analytics tools, and establish data standardization protocols.



Team Enablement

Train cross-functional teams on AI tools, establish shared KPIs, and create collaborative workflows.



Scale & Optimize

Monitor performance metrics, refine AI models continuously, and expand successful use cases organization-wide.



Thank You

Ready to transform your GTM performance with AI-driven alignment and proven ROI results.