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Tech Stack Secrets Revealed

30 Top GTM Leaders share their tech stack secrets that will transform how you drive revenue today

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Setting the stage — rabbits and hats

Tech stack optimization is challenging. According to Vendr.com, the average company uses 137 unique SaaS apps, up 30% from 2018 and a whopping 30% of these get spit out annually.

MarTech legend Scott Brinker, VP of Platform Ecosystem, HubSpot, recently revealed the marketing landscape ballooned to 9,932 brands. Enterprise Sales Tech choices alone exceed 1,000 per Nancy Nardin (SBI), and David Dulany (Tenbound) is charting 500 solutions for SDRs.

When a SaaS startup nails its tech stack, it seems like luck these days, sprinkling on a bit of pixie dust and pure magic. We all have access to the same tooling. Still, some startups are outpacing corporations' results while legacy players with a seemingly unlimited budget are floundering. Reasons: lack of adoption and gridlock in the ops pipeline.

"We're too busy hiring." "We need to fix our process first," goes the refrain. Waiting to innovate in the dark while the world adopts "fire and the wheel" is a recipe for disaster. And yet, so many organizations even reading this whitepaper are waiting to pull the trigger. The Essential Stack (see chart at the end) is table stakes.

As we speak, a sales team is dialing error-prone data all day, and an enterprise SDR team with 60% of their reps missing quota, isn't even

Mary Shea, PhD

Global Innovation Evangelist, Outreach

Top solutions in my GTM stack
Outreach, Salesforce, 6sense, Seismic.

Why I chose them / successful use cases
We drink our own champagne 🍾

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automating their outbound email sequences. Their inbound funnel is exploding with leads that aren't scored or prioritized. CRM itself isn't even fully adopted, and it's 2022.

Most teams are frustrated by a lack of integration, wrestling with a convoluted Frankenstack (Frankenstein + tech stack) of internal and third-party software that only RevOps can even access, let alone optimize. The RevOps Revolution never came. Instead of a Renaissance and Gilded Age of "automating everything" for "better living through technology," it's been a renaming exercise. CXOs get away with giving a new title to Sales Ops or Marketing Ops without ever providing the corresponding investment in people, training, and customized tech.

Jake Dunlap
CEO, Skaled Consulting

Top solutions in my GTM stack
Outreach, Sales Nav, Salesforce, HubSpot, ZoomInfo.

Why I chose them / successful use cases
I take 100s of sales tech demos each year and re-demo 10s as well.

Automation triggers behind the scenes to triage leads that are warm into sequences and moving them from completed sequences automatically to the best nurture sequence based on intent.

In this white paper, we've polled top GTM thought leaders, CXOs, and VCs to ask a simple, straightforward question — What's in your tech stack?

Let's get under the hood, look around at their tech endoskeleton, and figure out how they use it to derive tangible value.

According to Salesforce, marketing leaders prioritize "innovation" above all, whereas sales leaders focus on "revenue." But the two are inextricably linked. By innovating faster, you can drive explosive hockey stick growth. That coveted T2D3 unicorn — triple revenue twice, then double it 3 times — is within reach. The warring Sales & Marketing Camps are both right (revenue innovation), and that's why you need to unify across one GTM, tech stack strategy, and integrated set of vendors.

Lee Salz

Bestselling Author of "Sell Different"

Top solutions in my GTM stack

HubSpot CRM, eClincher.

Why I chose them / successful use cases

Productivity, social media management and contact management.

Jason Jordan

Bestselling Author, "Cracking the Sales Management Code"

Top solutions in my GTM stack

ZoomInfo, HubSpot Marketing, HubSpot CRM, Wistia, WordPress (with loads of plugins), YouTube Channel.

Why I chose them / successful use cases

Widely accepted platform (stable and lots of support).

Gerry Hill

Regional Vice President — EMEA, ConnectAndSell, Inc

Top solutions in my GTM stack

ConnectAndSell, Chili Piper, Clari Align, SFDC, Cognism, ZoomInfo, Apollo.io, Textblaze.

Why I chose them / successful use cases

Best in class and easy to interoperate.

Alice Heiman

Founder & Chief Sales Energizer, Alice Heiman LLC

Top solutions in my GTM stack

Each client chooses on their own research. Typically a salesperson comes in from another company where they had a better tech stack and informs the leader about the tools. Then they investigate and determine what to add.

Why I chose them / successful use cases

I haven't seen much success with any of them. I believe the main reason is systemic — lack of company vision which impacts everything. But more tactically salespeople are shown once how to use a tool and then left to their own devices. I find the tools are most successful if there is initial training, a review after 2 to 3 weeks of using what was learned and then ongoing tune ups with reminders of how to use all the features. I also believe there is better adoption when the salespeople are shown a use case and especially how all the tools work together to make their workflow better and help them land more deals.

Luddites revolt against the SDR factory

"If I had asked people what they wanted, they would have said faster horses"

— Henry Ford

Tesla is a battery company. Apple is a content company. Amazon is a cloud storage company. Nothing in tech is what it seems. A company's actual business model is more than meets the eye.

Richard Harris

Founder, The Harris Consulting Group

Top solutions in my GTM stack
Salesforce, CirrusInsight, Grammarly, Google Suite, Zoom.

Why I chose them / successful use cases
Each solves the specific pain I need them to solve.

Client meetings and trainings, strong communication skills, scheduling.

Susan Whittemore

Head of Revenue Operations, Teampay

Top solutions in my GTM stack
Salesforce, Gong, Outreach, ZoomInfo, HubSpot, Chili Piper, Troops, LinkedIn Sales Navigator.

Why I chose them / successful use cases
Inherited. Troops makes alerts and notifications super easy with Slack, ZoomInfo is great for auto-enrichment but a mixed bag for Mid-Market sales. LI Sales Navigator is required to stay on top of your buyers.

So what is a tech stack, and why does it matter?

We live in a world where TQ (technology quotient) is becoming as relevant to upskill as your IQ and EQ. An organization can build out this competency like a muscle. TQ is the ability of humans to utilize software and fuse with machines to generate exponential work productivity.

In the Fourth Industrial Revolution, knowledge workers are unburdened by new technology catalysts that enable their best ideas to take flight. Execution aided by artificial intelligence, machine learning, and the "platformization of everything" promises higher productivity and exponential revenue output. Empirically, what took a team of 5, 6 months in 2018, can be done in a week in 2022. The downside is spray-and-pray on steroids and amplified garbage.

VC Marc Andreessen's ominous prediction has come true. "Software has indeed eaten the world."

Sales, Marketing, and Operations competence and excellence are no longer enough; the people game is table stakes. Welcome to mechanized warfare in the machine age. The best tech stack solutions allow sellers to actually "talk to more humans," "humanize and personalize communication," and unlock H2H so it's indeed: a paradox.

Kathleen Booth
SVP Marketing, Tradeswell

Top solutions in my GTM stack
HubSpot, Salesforce, ZoomInfo, Etail Insights, Metadata.

Why I chose them / successful use cases
We're currently using Metadata to scale our paid ads and are finding that the data we extract from Etail Insights, which is an ecommerce data enrichment solution, combined with the intelligence we can extract from HubSpot and Salesforce, help us to augment the value we're getting from Metadata and build very robust audiences for our ad campaigns.

Dr. Robert Peterson
Dean's Distinguished Professor of Sales, Northern Illinois University

Top solutions in my GTM stack
SFDC, SalesHood, Crystal Knows, Navigator, LeadFerret, Zoom, Teams.

Why I chose them / successful use cases
Tied to the task that needs to be managed, improved with technology assistance.

SFDC helps to organize, and supports the selling process for reps, especially for managers so they can help.

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To master Organizational TQ, you have to think:

- Which manual processes can I automate?
- Which 80% of daily activities are wasteful vis-a-vis?
- What are the 20% most effective/efficient activities that drive scalable, profitable, and predictable revenue growth?
- What is the opportunity cost of not giving your team members their time back?
  - Innovation;
  - Self-care;
  - Creativity;
  - Net new business;
  - Nurturing, growing, and renewing existing accounts
    (Per HBR, it's 25X cheaper to retain an existing customer than to acquire a new one).

Marcus Cauchi

Fractional CRO, LaughsLast

Top solutions in my GTM stack

Strategic alliances, referral partnerships, Ebsta, phone, email, InMail, Hubspot, White Rabbit Intel, People Data Labs, Connect & Sell, SalesNav and LinkedIn, ZoomInfo, Cognism, Medium, Wordpress website, Twitter, Slack, WhatsApp, Groups & Community, Podcast, GTM ecosystem, Mobile Practice, Refract.

Why I chose them / successful use cases

Eliminate dead time for salespeople. Most profitable, largest deals come from 3rd generation network so using WRI, Ebsta and Boxxstep to identify path of least resistance to map the routes to buying and evaluation committee members, their influencers and detractors, engagement gaps, factions and the real org chart. Cut out marketing noise and give it certainty and precision. Give managers ability to coach what they see and salespeople a chance to practice critical moments safely out of the spotlight. Give flexibility & reach to salespeople to meet customers where they are. Simple reporting and easy to understand dashboard. Engagement is the biggest predictor of whether deals close or not.

Mobile Practice helped recover a failing product launch of a new category for FMCG. In pharma, ability to justify a significant price increase without loss of customers or momentum. CAS has helped Sales Driivn accomplish effectiveness rates 6-12x higher than in-house SDRs Podcast and LI/Medium content shared over WA communities, LI, Twitter, FB create a steady stream of potential collaborators. I'm trying to find routes to sell HOT into my cold market - get hand delivered to the key mobilisers, influencers and decision makers by people trusted by both sides.

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RevOps is the convergence of Sales Ops and Marketing Ops. Every major SaaS player either acquires smaller point solutions to become an Alpha platform or leverages engineers and data scientists to spin up their version. Point solutions like Gong are becoming full-blown platforms that can forecast opportunities. Traditional Sales Engagement Platforms (SEPs) are consolidating up the stack by offering dialers, data, coaching, guided selling, and even AI assistants.

When you hire RevOps teams, it's not just about empowering one stakeholder to be Sales Ops 2.0. Think of this as a division with interlocking disciplines—DataOps (DOPs), MarOps (MOPs), Sales Ops (SOPs), and hiring rockstars to fill each role. Give them visibility and purview into the Sales & Marketing Budget to help you invest in the cornucopia of availabe REV tech.

Julie Hansen

Founder, Performance Sales & Training

Top solutions in my GTM stack

Salesforce, BombBomb, LinkedIn Navigator, Adobe Premiere Pro, Canva, Zoom.

Why I chose them / successful use cases

I use these on a daily basis to prepare for calls, create or send video outreach and follow up. Sending video outreach I get a 50% greater open rate.

Justin Michael

Co-Founder, HYPCCCYCL

Top solutions in my GTM stack

NAV, ConnectAndSell, JustCall, Outplay, LeadIQ, Aditya Prakash (VA), Figma, Substack, Typeform.

Why I chose them / successful use cases

NAV allows me to create custom social streams. My goal is to automate 70% of manual tasks — email, calls, and data extraction. I want laser accuracy on targeting, email data, direct dials, and cell phone data. Typeform allows me to effectively survey my ICP, and Figma allows our team to create engaging sites and content.

Pinpointing C-Level executives and Board members to dial, connecting live with 15 per hour, sending personalized, relevant follow-ups. Tracking trigger events as an impetus to reach out like funding, job changes, and innovation.

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4 Major Trends in GTM-land

I. Sub-specialization — Moneyball is not enough

Definition:

Taking a single function (role) and building a bespoke piece of software to optimize for it.

Role specialization example:

- Market Development Rep (MDR) — Processes inbound leads, follows up on white paper downloads, confirms events, etc. (Inbound);

- SDR Analyst — Builds lists, cleans and enriches data, selects targets to feed the SDR team.

Tech built for this:

- Business intelligence solutions like LeadIQ find cell phone numbers and direct dials through a Chrome Extension overlaying LinkedIn; quickly pushes these lists into Sales Engagement Platforms like Outreach/SalesLoft.

Sean Sheppard
Managing Partner, U+

Top solutions in my GTM stack
HubSpot, LeadJet, Pipedrive, Grabb, LinkedIn.

Why I chose them / successful use cases
I prefer to keep it simple

Bryan Elsesser
VP Sales, SaaStr

Top solutions in my GTM stack
Salesloft, Salesforce, ZoomInfo, Slack, Marketo.

Why I chose them / successful use cases
Some were sheer necessity. Others were purchased over a competitor due to their customer-centricity.

Slack has helped us be remote and yet work as if we were all in-office together.

II. Consolidation — Honey, I shrunk the tech stack

Definition:

Taking point solution features and rolling them into a "single pane of glass" data model, login, and a suite of solutions.

Role specialization example:

- Your SEP is now your data source, is now your call recording and is now your guided selling.

Tech built for this:

- Salesforce, Apollo.io, HubSpot, Outreach, SalesLoft, Revenue.io,
- Gong, Clari, 6sense (all play in many families of Rev Tech).

Viveka von Rosen

Chief Visibility Officer, Vengreso

Top solutions in my GTM stack
FlyMSG.io, Sales Navigator, HubSpot, Hippo Video, Gong.io.

Why I chose them / successful use cases
FlyMSG.io has saved our sales, CX and marketing team hundreds of hours a month (saving us thousands of dollars a month!). It's easy to create, save and launch templates with just a few keystrokes.

Jim Wilson

Partner, Costanoa Ventures

Top solutions in my GTM stack
HubSpot, Salesforce, Gong, ZoomInfo, Demandbase, 6sense.

Why I chose them / successful use cases
Sales enablement and training. Sales efficiency. Training (Gong). Messaging experimentation (Outreach).

Daniel Gray

CRO, Blend Localization

Top solutions in my GTM stack
Salesforce, ZoomInfo, HubSpot, Navigator, Tableau.

Why I chose them / successful use cases
Best of breed. Running multiple concurrent play sequences via HubSpot & Salesforce.

III. Smarketing — sales and marketing all-in-one box

Definition:

Tech stacks used to be siloed. Marketing teams bought from one group and Sales from another. With increasing RevOps sophistication, vendors are weaving this all together into a suite of RevOps Tools.

Role specialization example:

· We see this with the current rash of ABM vendors: ads, landing pages, lead scoring, and intent.

Tech built for this:

· ABM solutions like Marketo and Pardot now have outbound sequencers. Look at ZoomInfo's OS strategy: SalesOS, MarketingOS, OperationsOS. Outreach's integrated suite? Outreach Engage (SEP), Guide (Rev Intel), Commit (RevOps).

Brynne Tillman

CEO, Social Sales Link

Top solutions in my GTM stack
Sales Navigator, Calendly, Restream.io, Kajabi, Teamwork.

Why I chose them / successful use cases
Recommendations mostly. Networking, Client Attraction , Client Referrals, Thought Leadership, Nurturing Connections, Social Listening.

Randy Seidl

Founder, Sales Community

Top solutions in my GTM stack
Gong, Outreach, DecisionLink, Sales Impact Academy, Emmisary, The Alexander Group, Salesbricks, Dooly, CaptivateIQ, TackleIO, Sendoso.

Why I chose them / successful use cases
Helps sell more and faster.

Michael Hanson

Founder & CEO, Growth Genie

Top solutions in my GTM stack
Apollo, Cognism, Outreach, Gong, Reachdesk, Usergems, Proposify, HubSpot, FrontSpin, Orum.

Why I chose them / successful use cases
Different reasons for different tools. Check out our case study powered by Orum, Outreach and Gong together.

IV. The Uberization of Point Solutions = Alpha (platforms)

Definition:

Uberize means any business model offered on-demand or app-based like Uber. Uber comes from German and means "super".

Role specialization example:

- Sales Navigator has a mobile app. All the legacy Marketing Clouds (SFDC, Adobe, Oracle, Microsoft) are Uber/Alpha platforms because they dominate and swallow everyone. Their apps are on-demand (Anyone can develop on the Force.com code base), and they have consolidated countless point solutions via endless M&A.

Tech built for this:

- Leaders like Outreach, SalesLoft, Gong, Clari, 6sense, and ZoomInfo offer competing/overlapping functionality, swooping up point solutions left and right.

VCs are bullish on investing in technology as a competitive advantage

Lars Nilsson, VP of Sales Development at Snowflake, believes RevOps teams may soon spend 2K/mo/rep on tech stack deployments in top SaaS companies. Gerry Hill, RVP EMEA at ConnectAndSell, can see that number going to 5K/rep/mo. It costs 300-500K to train a single Navy Seal, and their gear can run upwards of 1MM.

Use caution. The Jill Rowleyism, "a fool with a tool, is still a fool," is more valid than ever.

Mike Kunkle
VP, Sales Effectiveness Services, SPARXiQ

Top solutions in my GTM stack
Salesforce / Pardot, Seamless.ai, DocuSign, Zoom, Teams / SharePoint, and Allego.

Why I chose them / successful use cases
Buyer-facing: video selling, sales content management, digital sales rooms + plus a host of internal-only sales enablement features like onboarding, virtual coaching, conversation intelligence.

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Mastering a tech stack roll-out and optimization takes the following proactive strategy:

1. **Process** — Map out the analog process you need the tools to accomplish manually.

2. **Choices** — Explore families of tools. Look at this like a layer cake of functions, e.g., CRM, Sales Engagement Platforms, Dialers, Revenue Intelligence, etc.

3. **Integration** — Ensure the tools integrate smoothly. (Luckily, solutions like Syncari, Workato, Tray.io, and Zapier help tie them together).

4. **Overlap** — Where do the solutions overlap in your process? e.g., Conversational/Revenue Intelligence, Forecasting, Guided Selling, Parallel Assisted Dialers, Data (business intelligence).

Leslie Venetz
Founder, Sales Team Builder, LLC

Top solutions in my GTM stack

A bit different now that I'm a solopreneur, but the tools I use at least once a week are — HubSpot, LinkedIn + Sales Nav, Crunchbase, GoTolstoy, Regie.ai, Lavender, Slack, & my Google Workspace.

Why I chose them / successful use cases

They make me faster & smarter.

Ryan Vaillancourt
VP of Sales, Revenue.io

Top solutions in my GTM stack

Revenue.io, Salesforce, Lean Data, 6sense, HubSpot.

Why I chose them / successful use cases

Revenue.io is a full platform that combines sales engagement, sales dialing and conversation intelligence — it enables us to avoid complicated, fragmented franken-stacks. And the conversation ai does real-time coaching.

Dramatic reduction in rep ramp time.

Jeff Davis
Award-Winning Author, "Create Togetherness"

Top solutions in my GTM stack

HubSpot, LinkedIn, HelloSign, Buffer, MailChimp, Superhuman, and MonsterInsights / Google Analytics.

Why I chose them / successful use cases

Rationale: With a small team of one, it's important to focus on tools to help me increase/improve my productivity and can easily scale when needed.

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Choose your GTM adventure

GTM leaders must think about use cases over point solutions. To take a customer-centric view ask yourself, what do you want the customer to experience at each stage of a holistic customer journey? Reverse engineer your tech stack back from that.

Based on blended survey data from the top voices in our community of 10s of thousands of GTMers, here are some standout tech stack scenarios to illustrate best practices you can apply in your organizations today: pick your poison — mix, match, and mash-up.

Sales-Led GTM Use Cases

Exhibit A:

Challenge: I want to call 1,000 numbers per day, so my team can have 20 conversations "live." I want to analyze the live calls. I want to call the optimal SMB and Mid-Market accounts out of 10,000 in the total addressable market (TAM). Especially those with executives who recently searched keywords for my solution or have already visited my site. I'd like to dynamically change the use cases listed on the site based on each ICP.

Seth Marrs
Research Director, Forrester

Top solutions in my GTM stack
CRM, Sales Engagement, Conversation Intelligence, Data enrichment, Content Management System, Coaching, LinkedIn Navigator, CDP.

Why I chose them / successful use cases
These are the tools I think are needed to optimize a seller.

Potential GTM Stack Solve:

- Albacross (deanonymizes and matches IPs to provide vertical-specific site experiences — FinTech, Retail, Automotive);
- ConnectAndSell — Drive Conversations on Demand = dozens of live convos per day.
- JustCall, Chorus, Gong, Allego/Refract (integrated) — algorithmically analyze calls.

Exhibit B:

Challenge: I want my top AEs to utilize MEDDIC methodology in the field. I need to track, analyze and coach their calls, find issues with multi-threading, make sure SDRs always schedule for them and ensure they're reporting accurately so forecasts are nailed. AEs need to map job changes in their key target accounts to increase the propensity of an in-quarter close. Job-relationship changes make leads 3X more likely to buy so I need to pinpoint them programmatically.

Potential GTM Stack Solve:

- Clari for enforcing MEDDIC;
- JustCall/Gong for recording/analyzing conversations;
- Aviso or People.ai for guided selling;
- Chili Piper/Kronologic calendaring to increase show rates;
- UserGems, BuyerWatch for trigger event tracking.

Sydney Sloan

LP, Stage 2 Capital

Top solutions in my GTM stack

SFDC, Salesloft, 6sense, Marketo, LeanData, Uberflip, ZoomInfo, Tourial, WordPress, Goldcast.

Why I chose them / successful use cases

Foundational structure for data, process that manages all contacts from 3rd party interactions to every customer interaction. I want to capture, analyze and leverage it to create meaningful and insightful experiences for customers.

Efficient inbound management.

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Marketing-Led GTM Use Cases

Exhibit A:

Challenge: I want to be able to target ads ABM-style. I want to convert potential customers from a landing page so they download a white paper, opt-in for our email newsletter, and retarget them across LinkedIn and Facebook. Then, our SDRs will call them, and automatically kick off personalized sequences to them, drop a video (with analytics), and follow up Day 3, 5, and 7. I'd like to record and analyze those calls.

Potential GTM Stack Solve:

- 6sense — Intent targeting (discover which accounts are in the market based on executive signals like whitepapers they've downloaded);
- Terminus — Align native ads and white papers to key accounts;
- HubSpot — Ads, Landing pages, email sequences (all integrated from one dashboard);
- Outreach — Specialized personalized outbound sequences + call recording + guided selling signals (KAIA sales assistant);
- ZoomInfo — Call recording (acquired Chorus.ai), sequencer, accurate data (direct dials + emails);
- Gong – Call recording, forecasting.

Exhibit B:

Challenge: I want to advertise to the top 3% of my target market. I'm going after stakeholders in the buying window but since I have 10,000

Leore Spira
Head of Revenue Operations, Buildots

_____

Top solutions in my GTM stack

Salesforce, Workato, Groove, HubSpot, Sales Nav, Aircall, ZoomInfo, LeanData.

Why I chose them / successful use cases

Worked with all of them before. Lead assignment, territory management, activity capture and performance measurement, forecast planning, conversion rates.

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possible customers aligned per rep in my SMB, Mid-Market TAM, it seems impossible to select who to advertise to. I need to effortlessly score/prioritize these leads, integrate that data into Salesforce CRM for a seamless ABM approach, and then push them into prefabricated multi-touch cadences. Alert SDRs in Slack which leads are hot.

Potential GTM Stack Solve:

- 6sense to create 6QAs (ultimate qualification) programmatically;
- Pushes automatically into Outreach to be sequenced with a prewritten personalized message to each ICP;
- Troops.ai (now SFDC) allows Slack alerts to get pushed smoothly to AEs and SDRs when leads reach a desired MQL state so they can jump on qualifying them.

Eric Quanstrom
CMO at CIENCE

Top solutions in my GTM stack
CIENCE Products (Data, Ads, Pixel), SalesLoft, HubSpot, Google Search Console, Intercom.

Why I chose them / successful use cases
They offer the greatest ROI to what we are trying to accomplish... Especially the internal tools.

Tens of thousands of appointments scheduled — and these are just internal KPI's.

George Brontén
CEO & Founder, Membrain

Top solutions in my GTM stack
Membrain, HubSpot, Zendesk, Oneflow, DecisionLink, Loom, Zoom, LinkedIn, Miro.

Why I chose them / successful use cases
Best of breed. Using guided selling for prospecting, opp/pipeline management, and CS and & account growth, right inside of Membrain prevents app switching and increases sales effectiveness.

It's alive! Preventing Frankenstacks

Frankenstacks are simply Frankensteined technology stacks.

A 16-car-pileup Flustercuck: When you obliviously acquire a bunch of point solutions that don't integrate, they necessitate endless RevOps workarounds, or the Spreadsheet Olympics of technical debt. We amusingly call this FNAC and AFL. "Feature, not a platform" & "Another friggin' login." You've created a monster that's unusable and RevOps (Sales Ops with a shiny new title, no extra training or investment) is tearing their hair out on back-to-back vendor calls, and wrangling third-party consultants to try to fix this rat's nest.

Alan Trefler, the chess genius CEO of Pega, coined this term. If you buy up too many point solutions too fast, you'll leave your CFO white-knuckled. At the next P&L meeting, they'll realize there are 6 Sales Enablement solutions and 11 ABM platforms. Cut, cut, cut! Don't be the one. You must get clear about Integration and Redundancy as you build out a solid GTM stack.

It's not as simple as only buying consolidated platforms. Some tools are so powerful as a standalone that it's worth integrating them. There are 3 schools of thought to optimize a GTM tech stack: consolidation, best-of-breed point solutions, or hybrid.

1. **Consolidate** everything — the Salesforce Marketing Cloud or HubSpot Ecosystem Play. E.g. We will go with one mega vendor that gives the most bang for our buck and checks the box on everything.

2. We will string together as many **best-of-breed point solutions** as possible, independently evaluating every flavor in the layer cake. E.g., Apollo.io (SEP + data), AmpleMarket (+ automate social), LeadIQ (direct dials & cell phones), Kronologic (AI-based calendaring), BombBomb (video prospecting).

3. **Hybrid** stack world — Grab your favorite Alpha/Uber platform and augment it by experimenting with the best-integrated app partners to round out its core feature set. E.g., Salesforce, LinkedIn Nav, Outreach + ZoomInfo + Gong + Drift + Chili Piper + ConnectAndSell + Vidyard — *Notice in this example, the solutions are so well known, clarifying what they do is unnecessary.*

Jerry's final thought

You need to be constantly reviewing new solutions to disrupt your stack. If you don't actively seek a competitive technology advantage, smaller competitors or new startups will eat your lunch. As Julia Nimchinski loves to say, "Disrupt yourself before the industry disrupts you."

Consolidation requires understanding the overlapping road maps and re-evaluating your tech stack bi-annually. Empower your cross-functional teams from RevOps to the frontlines to scour the market for cutting-edge technologies and bring this knowledge back to you. Every dollar spent on effective tech stacks yields 10X to 100X ROI. Modern GTM leaders will justify these investments to their CFO as a cash register vs. a cost center.
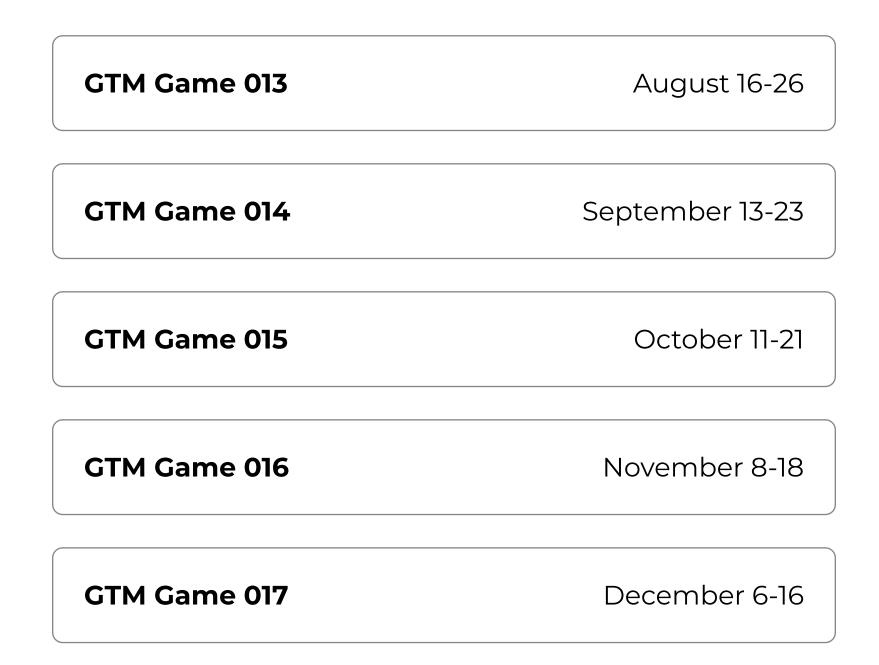
Homework

For each family of tech, go to G2.com or Capterra.com
and test drive solutions in each row (below):

Your Essential Stack	Example vendor	Enables
Sales Engagement Platform	Outreach, SalesLoft, Apollo	Automate outbound email
Conversations on Demand	ConnectAndSell, Orum	Automate calling (multiple calls at once)
Social Selling	Nav (LinkedIn Sales Navigator)	Target 840M prospects
Marketing automation (ABM)	HubSpot, Metadata, Terminus, 6sense	Inbound marketing, advertising, demand gen
Business Intelligence	ZoomInfo, Infotelligent, LeadIQ	Accurate dials, emails, and personalization triggers
Revenue Intelligence	JustCall, Gong, 6sense, Revenue.io	Record and analyze calls, infer insights
Conversational Marketing	Drift, Intercom	Live front-site interactions
Forecasting	Clari, Aviso, People.ai	Predict your number accurately
Trigger Event Tracking	UserGems, BuyerWatch	Monitor buying signals & account alerts
Video Prospecting	Vidyard, BombBomb	Customize and track videos
Gifting automation	Sendoso, Reachdesk	Tie your gifting to ROI in the CRM

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GTM Game 015	October 11-21

GTM Game 016	November 8-18

GTM Game 017	December 6-16

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