

# WHAT ARE THE TOP GO-TO-MARKET TRENDS FOR 2024?

BROUGHT TO YOU BY **FATHOM**  × **HSE** HARD  
SKILL  
EXCHANGE



We've hit "Peak AI" every year since 2015, but then another peak comes along – dare we say, "hype cycle." Out of our survey data for this paper polling thousands of GTM leaders, we were surprised to see Predictive Analytics take the top spot, whereas AI Agents and ChatGPT are expected winners. These three answers were evenly split amongst 60% of survey takers who answered, "What are the top trends for GTM in 2024?"

In this report, we've assembled dozens of the best and brightest GTM leaders in the B2B industry to read the tea leaves on the most important aspects of 2024 trends in their own words.

We see artificial intelligence over and over again.

**Soon, generative AI will be so ubiquitous it won't even be a trend.**

Will it reach human ability levels, be regulated and safeguarded, and what percentage of our daily lives and careers hinge upon it? Right now, the top answer is 20%, but the 40% is creeping up.

The human piece also radiates from the data in a backlash to that statistic.

**A whopping 45% answered that their biggest risk in 2024 will be failing to train and upskill their teams.**

Despite many robust AI-powered enablement solutions cropping up, it is still essentially an analog 1:1 activity.

Training platform marketplaces like [Hard Skill Exchange](#) will become an essential solution. Humans need upskilling, organization-wide enablement, and training on sales, marketing, and AI best practices to understand and apply the new toolsets.

We're all ready to move up and to the right after 2023's vast geopolitical upheaval, economic turbulence, and uncertainty. We want to thank all the GTM Mag contributors over the last few years. Thank you for lending your insight and time to GTM mag. Take a second to go back and review the 2023 predictions and see what came true here.

**To market is human. To sell is human. GTM is human.**

We must return to a human-to-human focus to advance in this AI-saturated technology revolution. We must de-silo our organizations by getting teams into the same room, real or virtual, and mapping out our processes manually so we can then optimize them with automation and AI to scale effectively.

Let's become far more customer-centric than we ever have before because customers are feeling alone. When all the interactions are digital over Slack or Zoom, the customer experience can feel synthetic. Reach out and touch someone, talk to them, stroll through the customer journey, and put yourself in their shoes. That's how you can figure out your ecosystem strategy. That's how you can assess if PLG will work for you.



Big ideas are bubbling up in this report: Rather than a fractured leadership team, there's a case to elect one strong CRO to roll up sales, marketing, and RevOps. Does your company look like your customers? We will make strides in 2024 to build more diverse company leadership teams. Are you product-centric or making decisions in a vacuum? Are SDRs a fad, or will we finally return to full-cycle? Fractionality is a trend we see repeatedly; maybe you don't need a full-time revenue leader to be effective.



# The right GTM starts with insights from your customers!

Make sure you capture their words and key highlights during any call with


Fathom's #1 rated AI Meeting Assistant ✨

Sign up for FREE

 ★★★★★ 5.0/5.0  
#1 Rated - 1,900+ Reviews

 Product Hunt  
AI Product of the Year  
2nd

#1 AI Meeting Assistant on  
 | 



5:06 / 21:32

Summary ✨ Transcript

### ThinkBionics Q3 Review


Share Sync


ATTENDEES


RELATED TO

PREVIOUS CALL

WORKS WITH

 Zoom

 Microsoft Teams

 Google Meet





## Anne Hollander

Chief Strategy Officer, Thirty Capital



Big picture: 2024 will be the year of “effectiveness” — one in which organizations will narrow their focus to the specific areas that create, amplify, and capture value at surprisingly granular levels. We’re all digging into our business models and updating our strategic outlook for the post-pandemic future. Organizations begin to get rid of the bloat in an effort toward financial & operational sustainability and abandon the idea that top-line revenue or growth is the be-all, end-all metric for success. Other big trends we’ll see this year:

### **Everything — and I mean everything — will be (or will try to be) AI-enabled.**

While investments in new technologies, particularly AI, will flourish, the “hype cycle” is here - and product marketers (and CEOs) are slapping the term “AI” on anything and everything resembling automated processes and generative outputs. It’s uncontested that AI is cool, AI has amazing potential, AI is very accessible, AI is fundable, and AI can create near-infinite scalability. But the best investments in 2024 will be in platforms, products, and services that have a solid value proposition, differentiated messaging, and clear market fit and that use AI to amplify existing value. The marketplace for new technology is noisy and exhausting, and buyers have no clear way to evaluate what is real, what is hype, and the difference between the two. New-to-market solutions will not grow at the rate they anticipate in 2024 simply because they haven’t nailed their value proposition with their market fit to show differentiated value, and with a cautious VC environment, we may see a chill in the air for

these native AI solutions. That said, given the speed of AI transformation occurring, the first-mover advantage, even in established organizations, may be a short one. May the best solutions win (and be prepared for the eventual trough of disillusionment.)

### **Brand Marketing Comes Knocking on the Door to the GTM Team, Hat in Hand.**

I admit, this might be a controversial take. Brand can no longer exist outside the realm of go-to-market. We saw an early example of this in January with the dismissal of the CEO at Solo Stove. After a brilliant holiday brand awareness campaign featuring Snoop Dogg, one that smashed brand marketing metrics, the board fired the CEO due to soft Q4 revenue attributed to the campaign. While there are likely other factors involved, it highlights a real problem: brand siloed outside of GTM. While digital engagement was off the charts, the GTM team took no action to pull through interactions, explain the product (or the joke), highlight the benefits, or tie in the brand ambassador through to retail partners or the eCommerce presence. It was as though the GTM team had no idea this campaign was occurring. Unfortunately, this is a common occurrence throughout B2B and B2C organizations. 2024 will see brand marketing (finally) join the GTM team to create a unified experience from initial awareness through customer advocacy.

### **GTM Transforms to GTE (Go-to-Ecosystem)**

To be clear, I’m not the thought leader on this paradigm — Jay McBain and Allan Adler have considerably more depth on this subject. My first comment on this trend: as organizations reflect on their effectiveness in value creation and delivery, as well as their strategic advantage in the market, the natural next step is to think through the competitive AND cooperative advantages for the



business to unlock focus in your key value creation without sacrificing future value capture. Gone are the days of “I own this customer and their entire experience.” In short: no, you don’t. Your customer has multiple touchpoints and influences inside and outside of what you provide them, whether you recognize it or not. Strategic leaders are waking up to this dynamic and reacting by acquiring high-traffic content platforms that cater to their audience (in an effort to better control these influences - a short-term solution that aggravates a bigger problem) or evaluating opportunities for cooperative ecosystems with key partners who can provide complementary value to their own offerings. The idea of go-to-market expands strategically to go-to-ecosystem, reflecting a deeper commitment to delivering value at every phase of the customer journey.



## Mike Kunkle

Founder of Transforming Sales Results /  
VP of Sales Effectiveness Services for SPARXiQ



I’m a horrible predictor. I got out my trusty Magic 8-Ball, and it said, “Reply Hazy.” Perhaps I shouldn’t have shaken it so hard.

Hmm. GTM trends. The good ones? Or the ones I see most often?

Go-to-market is broken in many organizations. And I don’t work a lot in SaaS, like most on LinkedIn or here do, because I avoid early-stage companies like the plague. It seems to me that most (many?) are more into bravado, hero culture, and the “Harder, Faster, Longer, Louder” sales management method and far less interested in systems thinking, aligned methodologies, disciplined process, sales

enablement best practices, sales management operating systems (the things I do), and have an overreliance on tools that make reps efficient versus effective. (Which basically means they do more ineffective things faster.)

(Am I making enemies yet? Let me try harder.) Most sellers don’t even seem to understand their ICP. (I blame leadership, but it’s most evident at the front line.) It’s the proverbial spaghetti toss to see what sticks. And if you send enough product-centric emails or InMails or call enough people who can fog a mirror, you’ll eventually hit the 1-3% of the market interested in what you sell right now and can connect the dots to their problems. When that happens, of course, it’s clear that how these reps sell is justified and “works,” right? Hmph. It’s a vicious cycle that perpetuates superstitious thinking.

Now, in fairness, I know that sales, and life in general, is a big bell curve. There are outstanding and shining examples of commercial excellence on the far right side of that curve. These are the players (in many verticals) that I’ve studied for over 16 years in top-performer analysis (reps, front-line sales managers, and the larger organizational practices). And if you fall in there, I tip my hat to you, and what I just wrote does not apply to you. But look around because outside of you, bad selling is rampant.

So, I can’t tell you what’s going to happen in 2024 overall. But here are some things that the best-performing (or those who want to be the most-improved) will be doing:

- Deepening buyer acumen and sharpening their focus on their real ICP. ([GTMmag article](#)). Then, they adjust everything they do based on their buyer acumen.
- Taking a problem-centric approach with their outreach (not product-centric), focusing on problem-solving to deliver desired outcomes.

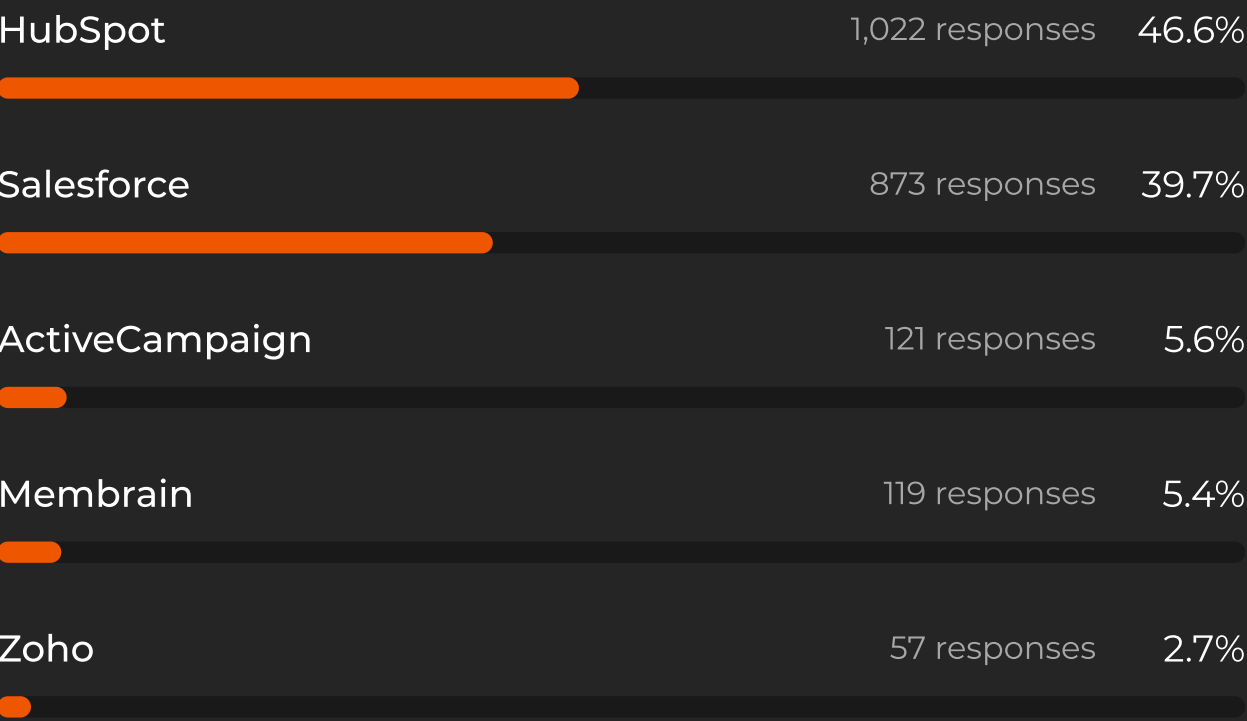


- Deepening business acumen to not just understand what metrics (financial or operational) their product impacts, but how business decisions get made and how gears turn inside companies.
- Adapting their messaging to be “other-centric” to communicate how solutions provide value from the perspective of the buyer (or to multiple buyers, which requires being “multilingual” when you are multithreaded).
- Adapting their sales models to accommodate how buyers want to buy: self-serve with assistance as needed for transactional; seller-guided for more complex sales (or more difficult decisions) with engineered solutions or high-impact outcomes.
- Ensuring that sales methodology and sales process are aligned to the buying journey, agile enough to flex, and adopted at high levels. >75% adoption delivers a significant impact to win-rates, quota attainment rates, and overall revenue plan attainment, according to multiple studies - yet this is largely ignored. (Studies indicating the impact of process/methodology on performance include CSO Insights (now Korn Ferry), Sales Mastery Advisors (Jim Dickie & Barry Trailer), Steve W. Martin, Sales Management Association, Vantage Point Performance, and Frank Cespedes, to name a few.) Most use a free-for-all methodology, which may be a copyright violation and make it almost impossible to coach effectively.
- Ensuring alignment across Marketing, Sales, and Customer Success.
  - This alignment will extend to the GTM motions with content marketing, demand generation, intent assessment lead scoring, waterfall management, handoffs, understanding the interaction between inbound, outbound, inside, outside, and marketing, to ensure a (mostly) frictionless customer experience (with “mostly” because not all friction is bad - another topic for another day).

- And not considering that Customer Success or Service = Account Management, because it does not. Businesses with upsell, cross-sell, or expansion opportunities will implement true territory, key account, and strategic account management (and understand the difference between them). And “retention” efforts will not just mean contacting a customer in month 11 to talk about renewing.
- Implementing an appropriate version of a Sales Management System includes a Sales Management Operating System (smOS) with defined management activities, individual and team meetings, best practices for each element, and an organization-wide cadence for each.

### Which CRM will you use for 2024?

2,192 people answered this question





- As part of that smOS, they will invest in their managers to teach them how to coach effectively (feedback and direction is not coaching) and make this a part of the cadence, to foster a coaching culture and get into a cadence of continuous improvement. And as part of this, they will teach managers how to interpret reporting to diagnose areas of improvement since no one seems to teach this outside of the Fortune 100, and humans do not learn by osmosis.
- I would be remiss if I didn't mention the hot topic of Artificial Intelligence. There, I've done it. In the midst of our AI explosion, I am comfortable making one prediction. The ongoing tech and AI proliferation will make what I call the Human Differentiators even more important. In multiple B2B buying studies, we hear buyers don't feel understood, don't believe their sellers communicate well, and worse, don't trust them. As much as they invest in tech, smart, top-performing sales leaders will invest in their teams to upskill in these differentiators in 2024.



**Richard White**  
CEO & Founder at Fathom  
**FATHOM**

**AI will replace a lot of low level sales functions (SDR/BDR) with mixed early results but the cost savings will be too big to ignore.**

This shift will be most apparent in our inboxes, as outbound sales efforts will be fully automated with highly “personalized” AI-generated sequences whose results are highly dependent on how much context can be found about the prospect. Get ready for some great memes on social media with some of these examples...

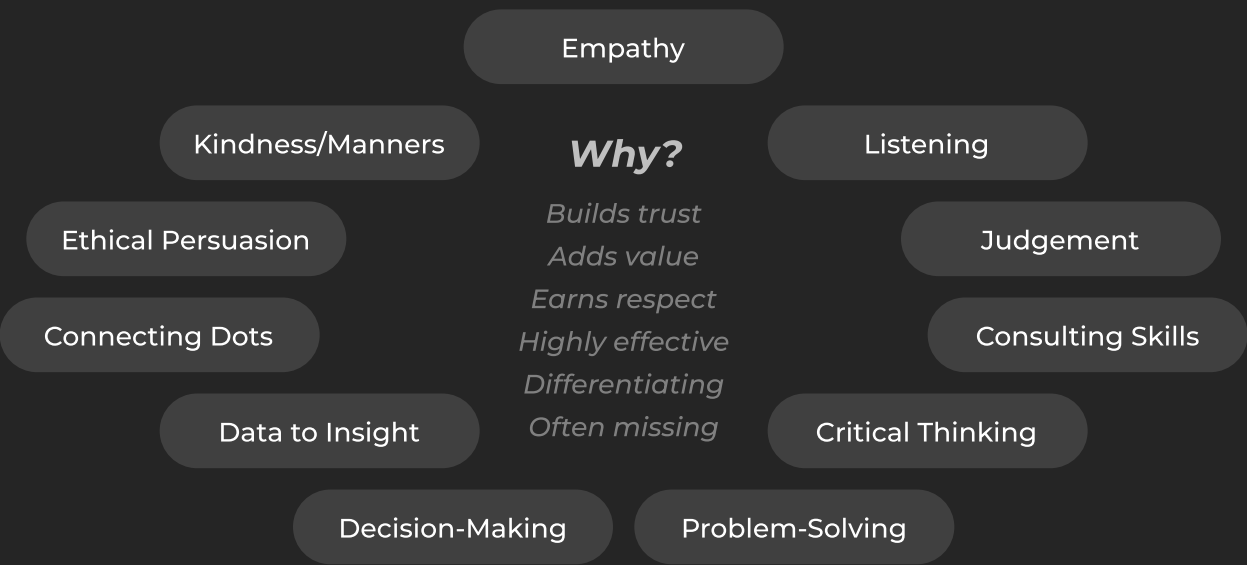
**PLG will continue to eat products only sold through a “talk to sales” process.**

With the latest developments of AI, this trend will only accelerate as the need to “try to believe” and not only “see to believe” increases while the quality of an AI implementation is in the eye of the beholder.

**Word of Mouth will only get stronger as a growth channel.**

With the proliferation of new AI apps which saturates traditional channels, as well as the continuous “do more with less” mindset that companies will keep embracing this year, WoM acquisition via existing customers will be the go-to channel for B2B SaaS. I predict we’ll even see attempts to “fake” organize WOM with AI.

**The “Human Differentiators”**







## Jenn Steele

CEO w/ Successful Exit, ex-Kiss Metrics

Instead of predicting what 2024 will look like, I want to talk about what I wish 2024 would look like:

1. Everyone will calm down and take a breath. One of the most difficult characteristics of 2023 is that it was really d\*mn stressful. Folks were losing jobs, companies were losing pipeline and sales, AI was doing something something. And, of course, there were some true stressors, like global warfare and the hottest year on record. But we can't go on like this. We can't continue to do random acts of sales and marketing and expect results. We can't run around like headless chickens or Chicken Little or anything else to do with panicking chickens. We need to stop and take a breath so that we don't continue to tax our adrenal and immune systems into oblivion. So let's all breathe in... and now breathe out.
2. Go-to-market functions will cautiously embrace AI as co-pilot. We won't panic about AI stealing our jobs or taking over the world - we'll realize that AI can be a powerful copilot. But we'll also realize that AI can be dreadfully wrong sometimes, so we'll approach its output with caution and fact-check (or at least gut-check) its recommendations.
3. Venture-backed companies (and other startups) will start running like "real" businesses. I may be a bit biased because I'm a founder who is currently in the fundraising hellscape, but I really do expect that I - and founders like me - will start running our businesses on cash flow rather than on the venture roller coaster. (Spend all the money! Stop spending any of the money! Spend all of the money

again!) My EBITDA might be negative at first, but that doesn't mean I shouldn't manage to it, and other founders/startup execs should as well.

I have a few other wishes, but those are my primary ones in a nutshell. What I actually think will happen is probably somewhere slightly short of this. I don't think we'll stop panicking anytime soon, but I do believe that we'll adopt AI and realistic business practices someday...even if that day might not be in 2024.



## Brad Mehl

Managing Director, Boundless Markets

 BOUNDLESS MARKETS

### Insight-Driven Content Will Become a GTM Must-Have

With so many AI tools, the sales and marketing world will be filled with low-value content. Too many practitioners will overly rely on AI to create accessible content at scale, and there will be many vendors who do the same...with many empty promises on performance. Buyers' inboxes will become flooded, making lead generation and sales processes even more challenging.

Adding value to prospects and customers with actual insights will deepen trust and help build relationships. Enter high-value content where people learn something. What a concept. Examples: video-based interviews that share customer stories and best practices in short-form digestible chunks, research-based studies with original perspectives, pulse polls that reveal quick insights on relevant topics, and benchmarking studies that show how prospects compare with others in their industry. I'm building our investments for tools in



these areas to practice what I preach.

### Microtargeting Prospects with High Touch

High-quality prospect research will take on more importance in 2024. There will be more use of AI tools that detect “events” and sales triggers for outreach, and we’ll use them to drive personalization at scale. But the playbooks will become overused, and buyers will take notice. Some sellers who are overly reliant on tech will risk losing some authenticity, which will cause setbacks.

What does it all mean? For sales-led companies, segmenting prospect tiers will be more critical, and having a higher touch motion to top-tier accounts will be more commonplace. Tech and AI will continue to be significant enablers but look for more human touches that facilitate real connections, particularly for top-tier accounts.

### Add Value Early to Land and Expand

With more cluttered inboxes and copycat sales tactics, compelling offers (conveyed with authenticity and backed by substance) will be even more critical. “Time to value” will be an explicit GTM strategy, e.g., how fast value can be delivered to a prospect. Also, more companies with long sales cycles and a full suite of solutions will rethink how they can be made more “modular” to offer an easy entry point for new customers with ramp-up paths.

## Gong, Without the Noise

Get the key features of Gong without the ones most don't use.

**Fathom Team Edition is 80% cheaper & reps love it**

**Migrate for FREE**

\* Get Fathom Team Edition for free until end of your Gong contract w/ free data migration.



## Aaron Hassen

Chief Marketer, AH Marketing

**AH MARKETING**

### The (still forthcoming) AI business revolution

In 2023, the tech world embraced AI, though the larger business world seemed to hesitate due to unanswered concerns around inaccuracies, misuse, data privacy, and intellectual property. An AI arms race produced many rollouts, including a barrage of single-point apps based on Open AI's ChatGPT-4. Google made its own announcements, not the least of which was [Google Gemini](#), which has been overhyped.

Toward the end of 2023, Dale Bertrand, CEO of Boston-based content marketing agency Fire & Spark, [surveyed approximately 40 business owners](#) to identify their sentiments around AI. According to Bertrand, business owners reported being "completely overwhelmed by the number of AI tools on the market." They said, "While they see AI as a way to accelerate their team's results, they are deeply concerned about AI introducing bias, legal liability, and inaccuracies into their workflows."

Despite the concerns, some professions embraced new AI capabilities more than others last year. According to a McKinsey study entitled, [The state of AI in 2023: Generative AI's breakout year](#), "The most commonly reported uses of AI tools were in marketing, sales, product and service development, and service operations." For all of its usefulness, the general sentiment amongst individual AI adopters toward the end of 2023 was that while great potential exists, AI mainly helped professionals save time on the edges, not necessarily within their core functional areas.

While AI magic impressed us with its ability to enhance our knowledge, create (artificial) lifelike images, replicate us on video, and produce synthesized copies of our voices, the full promise of AI seems yet to have been realized, particularly for businesses. The low impact is undoubtedly due to the technology's infancy and limited integration thus far. In 2023, AI's potential remained greater than its actual usefulness, and corporate policies had yet to support widespread AI usage in the workplace.

### Three Predictions for 2024

Considering the current trajectory, along with the significant capital investments made in AI in 2023, there is no doubt that AI technology will continue to evolve rapidly and change the way we work.

Legal cases brought last year (like the one filed by [The New York Times](#) against OpenAI and Microsoft) and impending governmental oversight will help clarify guardrails, allowing more businesses to embed AI into their operations prudently. According to [Forrester's Predictions 2024](#), "Generative AI will seep into consumers' lives. 60% of skeptics will use (and love) generative AI — knowingly or not."

Beyond the statements above, I want to offer the following three predictions for 2024:

- 1. Personal AI assistants will become commonplace.** In November 2023, [Open AI](#) launched Custom GPTs, making it possible for subscribers to use their own datasets to train AI chatbots.
- 2. AI-based search will replace SEO** (Search Engine Optimization). In May 2023, Google Announced Search Generative Experience ([SGE](#)) and has since [expanded its usage in response to search queries](#).
- 3. The further proliferation of deep fakes and synthesized voice will mean that information sources will be as important as the data they present.**



## Elizabeth Andrew

CEO & Co-founder, SalesCompete



### Efficiency Will Cause More Downsizing

Companies will continue prioritizing operational efficiency in 2024. The spotlight will remain on Net Revenue Retention (NRR) as the pivotal metric in Go-to-Market (GTM) organizations. Teams will strategically direct their efforts towards retaining existing customers, channeling resources into upselling and cross-selling opportunities. With all eyes on efficiency, companies will be intent on achieving more with less, prompting GTM leaders to explore transformative measures aimed at reducing overhead. This includes developing full-cycle sellers, optimizing processes with AI, reducing software spend, and exploring offshore & fractional teams. The role of revenue operations will be critical in 2024 as a key in driving organizational efficiency.

### Tipping Point for Women Leadership

Tolerance for corporate bullying, growth at all costs, unrealistic quotas, wrongful terminations, "bro" culture, and war terms are becoming less & less accepted....and it's setting the stage for a new era of compassionate and efficient governance. As AI rises, Go-to-Market (GTM) teams must adopt a more human-centric approach, emphasizing collaboration, community, emotional intelligence (EQ), employee well-being, and customer satisfaction to stand out in the market. This will lead to increased demand for women leaders. Instead of merely meeting diversity mandates, companies will prioritize the genuine inclusion of women on boards, leadership teams, and within GTM organizations. The shift towards compassionate leadership fosters more content and engaged



employees and resonates with buyers, positioning companies for long-term success.

Some might call it the Taylor Swift effect, but the future is unapologetically female - and 2024 is just the beginning of it.

### Rise of the Solopreneur

In 2024, we will see a growing number of individuals choosing to swap out traditional corporate jobs in favor of roles that prioritize flexibility and entrepreneurship. Recent waves of layoffs have left many workers disenchanted with corporate life, pushing them to pursue alternatives that promise better work-life balance, increased freedom, diversified income streams, and unlimited earning potential. As companies continue downsizing to cut costs, the adoption of influencer marketing & selling, alongside the rise of fractional leaders & freelance teams, emerges as an attractive alternative, offering companies the benefits of highly-talented professionals without the commitment of a full-time hire. This shift towards freelancing is poised to outshine conventional employment, marking 2024 as the year when individuals embark on their own paths.



**Sean Sheppard**

Managing Partner, U+



2024 will be all about AI Strategy and Implementation. And the NY Times lawsuit will reach the Supreme Court and dictate the future of content licensing models for the entire industry. So get your popcorn ready!



**Brynne Tillman**

CEO, Social Sales Link



The business landscape continues to evolve at an unprecedented pace, driven by technological innovation and changing consumer behaviors. Companies are increasingly seeking new strategies to effectively reach and engage their target markets, staying competitive while nurturing and growing authentic relationships. To embrace Go-to-Market (GTM) trends for 2024, we need to focus on the integration of advanced AI technologies like #DeepSales, and the evolving dynamics of AI in fostering customer relationships.

### #DeepSales: Complex Sales Strategies

A trend sales and marketing is all in on is #DeepSales, a concept that integrates curated insights, social proximity, and scalable processes to start meaningful, trust-based conversations on a consistent basis.

This starts with a modern sales approach, coupled with LinkedIn (Sales Navigator) and AI tools.

In 2024, businesses are leveraging #DeepSales to find and qualify opportunities by leveraging curated sales insights, forecasting customer needs, and personalizing outreach.

This AI-driven approach not only enhances the efficiency of sales teams but also provides us with “in real-time” more relevant and timely solutions.

### AI-Enhanced Customer Relationship Management

Artificial Intelligence has become a game-changer in managing customer relationships. In 2024, more companies will be utilizing AI

tools to gain insights into customer preferences, behavior, and feedback. These tools are enabling businesses to offer highly personalized experiences, predict customer needs, and proactively start conversations around relevant issues, which strengthens customer loyalty and trust.

### **Blending AI with Human Touch in Sales**

While AI brings efficiency and data-driven insights, the human element remains vital in sales and customer relationships. The trend in 2024 is to strike the right balance between AI automation and human interaction. Businesses are training their sales teams to work alongside AI tools, ensuring that while AI handles marketing content, customizable email templates, social messaging, data analysis, and routine tasks, human representatives focus on building meaningful relationships and addressing complex customer needs.

### **Social Selling and AI-Driven Analytics**

Social media platforms continue to be powerful tools for GTM strategies. In 2024, AI-driven analytics are being used extensively to analyze social media trends, track competitor activity, and understand customer trends and beliefs. Businesses are leveraging these insights to tailor their social selling strategies, making them more relevant and engaging for their target audience.

### **AI-Enabled Predictive Analytics in Market Expansion**

One of the vital trends in 2024 is the use of AI-enabled predictive analytics for market expansion. Companies are using AI to analyze market trends, consumer demographics, and economic indicators to identify new market opportunities and make informed decisions about entering new markets or launching new offerings.

### **Ethical AI and Transparency**

As AI becomes more entrenched in GTM strategies, there's a growing

focus on ethical AI practices and transparency. Companies are recognizing the importance of using AI responsibly, ensuring data privacy, and being transparent about how AI algorithms influence their marketing and sales activities. This trend is not only about security and compliance issues but also a key factor in building customer trust.

The GTM landscape in 2024 is dynamic and exciting, with #DeepSales, AI integration, and the balance between technology and human interaction at its core. Companies that can effectively leverage these trends while maintaining ethical standards and customer-centric approaches are poised to succeed in this rapidly evolving market. As technology continues to advance, it's clear that the future of GTM strategies will be increasingly data-driven, personalized, and impactful.



**Rishi Sharma**

West Coast Lead, Newlin Ventures

NEWLIN

### **Prediction: Emphasizing Connections as Key to Expansion Plans**

As AI-driven go-to-market strategies gain prominence, the significance of strong, reliable partnerships becomes increasingly pivotal in influencing consumer choices and strategic decisions. This elevates the importance of alliances and community engagement. In 2024, emerging businesses will prioritize the development of these networks at an earlier stage, with a heightened strategic emphasis on maintaining the involvement and enthusiasm of their supporters and key proponents.





## Robin Daniels

Chief Business & Product Officer, LMS365



The AI hype will continue, and we'll see more great use cases emerge to help people be better, more productive, focused, and ultimately more successful at their jobs. However, we will also see this trend freeing up more time to invest in relationships for engagement, partnership, and happiness. It's back to basics in many ways where the best GTM teams will remove the busywork stuff with AI so they can spend their time with what matters most: people.



## Mariana Cogan

CMO Hexagon Manufacturing Intelligence Americas

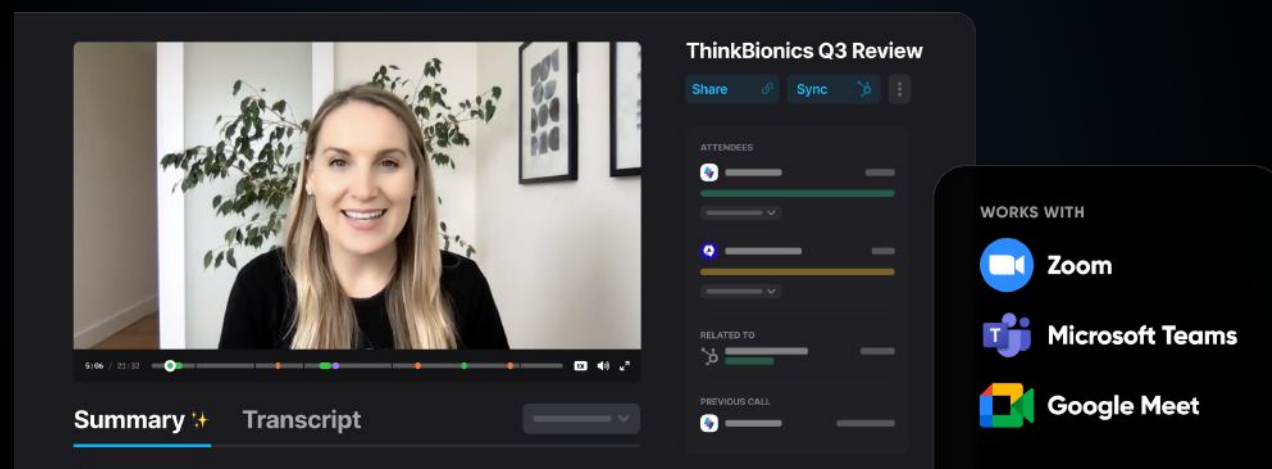


As we step into 2024, the business landscape is rapidly evolving, requiring marketing leaders to possess a deep understanding and strategic approach. Here are my key predictions for the upcoming year:

**1. Tighter Alignment Between CRO and CMO:** The convergence of Chief Revenue Officer (CRO) and Chief Marketing Officer (CMO) roles is increasingly crucial. My earlier prediction regarding CMOs evolving into quota-carrying leaders holds true. In the intricate realm of B2B, where diverse go-to-market (GTM) strategies are employed, marketing must strive for seamless alignment with sales. Navigating the challenges of 2024 involves mastering collaboration across product, sales, and marketing analytics. Identifying target accounts and deep involvement in operational aspects are keys to success.

**2. Gig Economy and Specialized Consultants:** In the face of rapid change, the gig economy emerges as a vital resource. Traditional timelines for recruitment, onboarding, and project initiation are dwindling. Embracing individuals with specialized skills who can hit the ground running is imperative. These experts, combined with leadership roles and corporate generalists well-versed in customers, products, and market dynamics, form a powerful combination. Initiatives, such as launching a customer program, should be agile and completed within a three-month timeframe to ensure efficiency.

**3. Understanding Customer Influencers:** While the idea of knowing one's audience is not groundbreaking, many marketers,



 Upgrade your productivity with your own

FATHOM 

**Free AI Meeting Assistant ✨**

[Sign up for Free](#)

especially in technology companies, miss the mark in understanding their personas. It's not just about the traditional persona profile; it's about identifying who influences your customers. Investing time, effort, and possibly budget into comprehending where your audience learns and who holds sway over their decisions is crucial. This nuanced understanding can unveil surprising insights and ensure that your marketing efforts hit the right chords. Embracing non-traditional influencers, interactive content, and gamification are channels that become available as we know our customers better. Of course, trial and error will be part of this exercise.

As we reevaluate our influencer strategies in 2024, diversifying our approach beyond traditional methods will be key to staying relevant and resonating with our dynamic audience. Let's break free from the conventional and embrace the exciting possibilities that new influencers bring to the forefront of strategic marketing.



**Doug Landis**

Growth Partner @ Emergence Capital / GTM Growth Consultant



### Efficiency Wins

Companies in 2024 need to focus on efficient growth. This is not just a flash-in-the-pan situation; this needs to be a focus for all companies (early and later stages) in 2024. Investors will continue to look closely at burn rates, cash on hand, and growth metrics with a maniacal focus on investing in companies that target a massive market and understand what it takes to build a profitable company.

Companies operating at 50, 60, or even 70% attainment need to hunker down and focus more on getting their existing GTM teams focused on a balance of performance. The days of having some reps performing at 170 or 200% and others at 40% need to disappear.

### AI That Matters

In 2023, we all learned that AI could be beneficial, but there were a lot of questions. How do I ensure my data is secure and not publicly available? How do we ensure the accuracy of anything produced from a generative AI solution? How do I leverage these new AI capabilities to help me do my job faster and better? Many of these questions are still looming, so in 2024, we'll be about identifying and understanding AI that matters. Some examples of this might include using AI to accelerate the process of identifying complications of combining drugs for patients needing immediate surgery or using AI to reshape the education curriculum in the US. Or using AI to help nonprofits find funding from new agencies.



**Jay McBain**

Chief Analyst, Canalys



### 90% of GTM leaders will increase investments in partnerships in 2024

Implementing an ecosystem model is not simply a program enhancement but a top-down cultural and strategic shift in GTM. Measuring (and managing) partners beyond the point of sale is a major initiative across sales, marketing, and channel leaders.

Ecosystem models tend to be more customer-friendly because they



recognize and support the seven partners (on average) your customer already trusts and reduce friction in the buying process. The customer can buy indirectly, through a marketplace (also indirect unless it is your own marketplace), or direct. The ecosystem model reduces the value placed on the transaction itself and instead puts value on moments where partners help get customers to the dance, get them on the dance floor, and keep them dancing all night long.

Recognizing the partner at this “point of value” takes a new set of skills, organizational structure, processes, programs, and underlying technology to accomplish and is behind the gravity of this prediction.



**Kelley Hippler**

Chief Revenue Officer, Outside GC



In 2024, go-to-market leaders will continue to contend with two constants – change and high expectations. The rate of change across technology and buying behavior continues to accelerate, and there is no shortage of macroeconomic and geopolitical challenges depending upon where your business operates. When these challenges are paired with the high expectations to grow but no longer at all costs, it creates a daunting task for go-to-market leaders who need to act **FAST**:

- **Focus:** Every team has limited resources and limited mindshare. You need to focus on your Ideal Client Profile (ICP) and ensure that your marketing and messaging align with how your product or service helps your ICP clients. While this may sound simple, it is anything but. The urge to chase shiny objects and add a product,

go into a new geography, or try to sell to a new C-suite executive because someone in your organization thinks there is opportunity can fragment, diffuse, and even confuse your teams.

- **Alignment:** It has never been more critical that there be alignment across marketing, sales, and client success. Marketing is no longer a top-of-funnel function. Rather, Marketing must be involved at each stage of the client journey – including after the sale. Too many companies still focus a disproportionate amount of time and effort on acquiring clients and not enough on keeping them. The best way to drive this alignment and maximize your resources is to have marketing, sales, and client success report to a single leader – a CRO.
- **Simplify:** With more players in the mix on both the client and go-to-market side and with turnover constant at both, the simpler you can keep your processes the better. Leverage client journey mapping to constantly look for ways to streamline processes to make it easier for clients to engage with your company and ensure your internal tools reinforce this journey to allow quicker and seamless ramp time for new team members.
- **Technology:** Technology can drive productivity improvements. However, many technology investments do not live up to the ROI pitched during the sales process, not because of the tool but because of the implementation. People tend to underestimate the amount of time, energy, and effort it takes to get a sales team to incorporate a new tool into their process – even when they are the ones asking for it. First, prioritize which tools to explore based upon where your team is spending their time as this is where you will have the most opportunity to gain productivity. As I like to say, “Sales is always on the clock” - time is literally money. Once you select a tool to implement, don’t fall into the trap of viewing the implementation as a “project” as it need to be a change to your

“process” with a business owner who is ultimately responsible for the results if you want to see a positive ROI.

I hope that by acting **FAST**, you can get your team and company out of the gates quickly for a successful 2024!

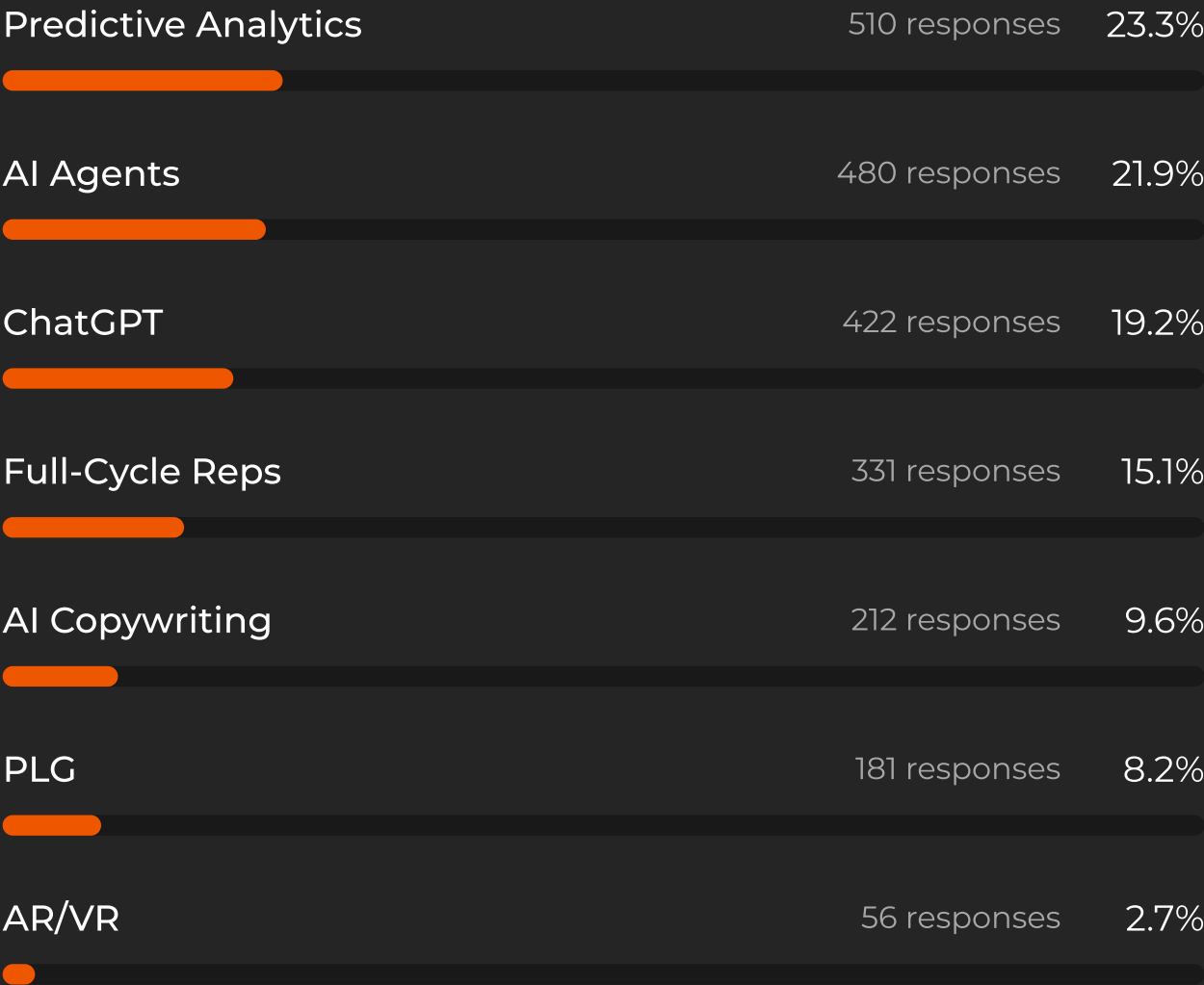


**Julie Thomas**  
President and CEO, ValueSelling Associates



**What's going to be the top GTM trend of 2024?**

2,192 people answered this question



**The Future of B2B Sales: Three Key Trends to Watch in 2024**

The world of B2B sales is constantly changing, and in 2024, we can expect to see some major shifts in the industry. From the role of technology to changes in buyer behavior, the future of B2B sales will be marked by several key trends. Three of the top trends we are seeing include.

**Technology Tool Fatigue**

One of the main trends in the B2B sales space over the past decade has been the rise of sales technology tools. From CRM systems to sales enablement platforms and a multitude of plug-ins, these tools have promised to make sales professionals more efficient. The conclusion is that if sales reps are more efficient, quota attainment will increase. Yet, in 2023, by some accounts, only 1/3 of sales professionals achieved quota. Therefore, many experts believe that this trend has led to a phenomenon called "technology tool fatigue." Essentially, salespeople are so inundated with technology that they are not actually using it to its fullest potential. They are often confused and overwhelmed by all the tech tools they are supposed to be using.

Organizations have realized that investments in technology in a vacuum of developing skills will not lead to more effective sales calls. With the past focus on efficiency, it is time to refocus on effectiveness. How sales reps communicate and with whom is key to any organization's long-term sales success.



Buyer-Centric Sales Behaviors

Another key trend we can expect to see in the B2B sales space is a shift toward buyer-centric sales behaviors. This means that sales roles will be less segmented and that sales professionals will need to be more adept at understanding and responding to the needs of their buyers. This shift reflects the changing nature of B2B sales, where buyers have more information at their fingertips and are looking for a more consultative approach from salespeople. By adopting more buyer-centric sales behaviors, revenue professionals can deliver a better experience for their clients and close more deals. Buyers are often frustrated with multiple hand-offs during the buying process and want to understand how the revenue professional can add value to their buying process. Most buyers don't care about the seller's sales process.

Behavioral Skills Support

Finally, we can expect to see a major shift in the way that revenue professionals are trained, in the B2B sales space. In the past, training has often been focused on delivering information without much reinforcement, coaching, or on-the-job support. This has led to a situation where many salespeople are not truly equipped with the skills they need to succeed. The gap between the classroom and application back in the field is too large.

Never Take Notes Again

Fathom transcribes and summarizes your meetings so you can focus on the conversation.

Unlike alternatives, Fathom gives you meeting recaps in under 30 seconds after the call ends ✨



Stop taking notes



Bradley Paster

Principal, Team Based Selling



Death of PLM

Calling an offering PLM does not make it PLM. Unless an offering was built from the ground up to be a product lead calling something PLM won't cut it in the marketplace. The fully burdened cost of sales should include all the supporting teams in a PLM model. When that math is done most organizations will see no real benefit for continuing with a faux PLM model. Companies that are PLM from the ground up will continue to differentiate and enjoy a competitive edge against their non-native PLM competitors.

Generative AI will drive enablement

The role of generative AI will speed the ramp time of sales teams and will change the role of enablement. Enablement and onboarding will be focused on the tools that are used versus teaching the solution sold. Product Marketing will take on a larger role of building out the language model for the licensed tools.

The benefit of enabling teams in weeks versus months changes the equation for how to build models in SaaS. No longer will we have to wait 6 months for a fully ramped rep.

Pricing will continue to move away from per-user pricing

The value for customers will be in outcomes and usage of the licensed solutions. Instead of paying a per-seat license, customers will want to pay for outcomes. This will be especially true in driving the adoption of AI tools. Instead of buying 25 seats for a sales team and promising a 10% increase in pipeline accuracy, buyers will want

to pay for the delivery of the promise.

Usage models such as Snowflake's will also gain a larger market share as buyers look to reduce upfront cost and per capacity. Buying per seat usage of a tool that may or may not be used will be harder to justify in a continued constrained economic environment.



**Erik Charles**

Managing Partner, Braided Line Advisory

The challenge of an annual prediction is its premise starts with a fallacy - that the arbitrary change in dates signals a new market. The market was shifting during the opening of gifts, the lifting of glasses, and the deep sleep of overeating and imbibing - and it won't stop changing. However, why fight it?!

1. Events are back. Companies cut their field budgets during the lockdowns and have been reticent reinvesting due to the perceived lower ROI of pipeline generation from in-person events. As more events started trickling in throughout 2023, the impact of the loss of professional event marketers could be felt (hello, poorly managed Dreamforce booths, or Blizzard's Blizzcon fiasco with the Fire Marshall).

This year, the tsunami impact of GDPR, CCPA, cell phones telling you that it is a sales call, and email filtering will make filling the funnel with past digital marketing actions even harder. It is time to get back to hosting and sponsoring various events, put back the relationship in outreach, and rebuild the field marketing function.

2. Generative AI is both overblown and a risk. The overblown part is the fear of replacing marketers, replacing SDRs, and replacing writers. Smart marketers will find out how to leverage the tools for research and drafting content, but will also know how to keep from just pumping out materials that can be easily identified as artificially produced. That is where the risk lies — expect Google to start tagging AI-generated content. Also, watch out for plagiarized content taking over streams — out of laziness, not ill will.
3. Companies that walked away from any marketing that isn't measured with strict demand generation numerical tracking will start finding that brand, relationships, and reputation still matter — even if not easily put into a spreadsheet.



**Nancy Maluso**

Chief Marketing and Strategy Officer, Edgio

Edgio

### **2024 Focus on Profitability and Reduction of Expenses**

As the economy continues to drive uncertainty and businesses feel the cost of capital, they will continue to focus on profitability and tight management of expenses. What this means for sales and marketing is a focus on expansion within existing customers and leveraging partners for growth wherever possible. Marketing will have to provide ROI at the execution level demonstrating impact, not just activity. Marketers will have to judiciously identify the key components required to drive expansion and growth through partners without going dark from an awareness and new logo perspective. It's a tight juggling act that requires data-driven insights to master.



## 2024 Transparency and Authenticity

Companies are burned by relationships that fail to deliver. Companies that exhibit continual learning and improvement will gain share when they are clear about their gaps, articulate in their focus to improve against gaps, and accountable for delivering their commits. The entire culture and organization must be wired for this type of accountability, transparency, and authenticity.

## 2024 Product Market Fit

Companies without clear portfolio differentiation and value for their target market will get lost in the noise. Marketing cannot overcome real deficiencies in a company's portfolio and execution. Buyers and customers see through “stories” and want reality. They can handle the truth if the truth actually delivers value. Sales, marketing, and product teams must be honest and clear on their capabilities and the outcomes they can and will deliver.



**Ramya Kumaraswamy**

Vice President of Growth & Demand Marketing, TaskUs



As we enter 2024 amid economic uncertainty, sales and marketing leaders seek every advantage to set their go-to-market teams up for unparalleled revenue success. What pivotal trends will transform the landscape, redefine tactics, and reshape leadership approaches for the path ahead? After a year of unpredictable highs and lows, we foresee a series of shifts on the horizon—a forecast poised to distinguish the winning strategies from the average.

## Consolidation of Tools

As budgets tighten, there will be a noticeable trend towards consolidating martech stacks and tools used for sales and marketing. Companies will seek integrated platforms that reduce costs, streamline processes, provide analytics and insights, and optimize workflows for both sales and marketing. This critical evaluation of tool necessity and usage will lead to eliminating duplicate or seldom-used tools and adopting a unified and seamless experience for teams involved in the GTM strategy.

## The Rise of Fractional Leaders

With smaller, more targeted go-to-market teams tackling bigger targets, fractional executive talent will become more common, especially in a company's early days. Bringing in specialists with specific expertise to set the strategic foundation before building out a team can exponentially scale growth. Fractional CMOs, CROs, and other leaders can drive disciplined prioritization and effective revenue generation at a fraction of the cost compared to permanent leadership.

## Era of Agile Mixed Teams

Building integrated teams combining the institutional knowledge of full-time employees with the variable scale and specialized skills of contract talent will become the norm. Flex talent provides the agility required to adapt to changing market conditions, enabling companies to scale or contract as needed. Leaders who can orchestrate outcomes by uniting mixed teams through clear communication, structured approaches, and shared goals will be valued.

## Evolution of Partner-led GTM motions

Companies will adopt multiple simultaneous go-to-market motions, with partner-led sales and marketing strategies gaining prominence.

Collaborative approaches will be essential for success as more companies leverage strategic partnerships for customer acquisition and expanded reach. Identifying win-win partnerships and managing programs successfully will require a dedicated focus from product marketing and alliance leaders.

**Spotlight on Revenue-Focused Strategies**

Marketing teams that are laser-focused on positively impacting revenue will grow and be more successful. The shift from vanity metrics to measurable impact will require marketing professionals to demonstrate their direct contribution to the company's bottom line. Leaders who can focus teams on revenue through strategic alignment and operational rigor will thrive.

**Mastery of Precision Metrics**

In today’s evolving climate, the paradigm shifts towards metrics that accentuate deal velocity and the expansion of average deal size. The outdated 'spray and pray' approach is being replaced by data-driven strategies, focusing on accuracy and efficiency to optimize marketing efforts for better results. The emphasis is on reaching wider audiences and doing so with targeted, impactful, and results-oriented precision.

**Superior Forecasting and Revenue Projections**

With market uncertainty, modeling and predicting revenue potential from the funnel will become critical. A marketing team's credibility will depend on understanding performance at each funnel stage, contributing reliable forecasts, monitoring conversion rates, and reporting on variance. Those unable to do so will see reduced decision-making authority and budget allocation.

**Authenticity as a Key Differentiator**

In an increasingly complex selling environment, authentic storytelling

focused on problem-solving will continue to break through the noise. With social consciousness becoming ubiquitous, customers increasingly seek genuine connections with brands, making it crucial for businesses to communicate transparently, build trust, and create a unique and memorable identity.

**Relationship-Building Events**

Events that drive deeper connections and immersive experiences will outperform traditional cold channels. The emphasis will shift towards creating meaningful engagements, fostering relationships, and providing value, resulting in exponential returns. Executing events that prioritize interaction rather than scale will become the gold standard.

At Growth-X, we see the current uncertainties as a catalyst for transformative change. It is a golden opportunity for sales and marketing leaders to test their appetite for risk and innovation, shatter the status quo, and hone their strategies. 2024 will reward creative visionaries who embrace the trends outlined here, building revenue-focused teams powered by data, tech efficiency, and strategic partnerships. Guided by the dynamic mix of entrepreneurial talent, analytics, and authenticity, brands are poised not just to grow but to powerfully and decisively accelerate amidst today’s ever-evolving landscape. Exciting times lie just ahead!

**No More Post-Meeting Data Entry**

FATHOM 

Fathom automatically syncs meeting summaries & tasks to your CRM

Fathom users save 20 mins per meeting — 1.5 weeks a year! 🔥



— zapier

Start saving time





**Wes Bush**

CEO, ProductLed



Here are my top 12 product-led growth predictions for 2024.

1. AI will make building and scaling a product-led business 10x easier with personalized onboarding, next-level auto insights, automated support, and automated low-touch sales.
2. More companies will invest in leveling up their strategy. Currently, too many companies are still trying to do too much, and they need to focus to win in this market.
3. Companies will want to become product-led more than just implementing PLG.
4. Product-led companies will squeeze out more sales-led competitors because they can offer lower prices while still maintaining better margins.
5. PLG will see a huge wave of growth in developing countries as it's the more affordable go-to-market motion to scale.
6. There will be an influx of product-led growth advisors and services, lowering the cost of hiring experienced help to build a product-led business.
7. Increased focus on expanding existing accounts, whether that's providing additional services, products, or features to continue growing with customers.
8. More companies will invest in building an education moat to help users and customers build more skills around using their products.

9. More completely done-for-you software options; just plug and play, and you don't need to worry about anything else.

10. The rise of go-to-market tools to increase collaboration.

11. More companies differentiating outside of their product. For instance, creating an email marketing tool that has zero carbon emissions and is geared towards corporations that care about the environment.

12. The companies with the lowest costs will lean into marketing and come out of 2024 with a lot more market share than competitors running at breakeven or below. There might not be a better opportunity in the next decade to capture as much market share.



**Helen Fanucci**

Founder & CEO

### **Closed-loop customer targeting using AI will be the differentiator in growth**

Nothing is more strategic for a business than how it engages and presents itself to the market it aims to serve. An essential component of outbound engagement is accurately targeting prospective customers and finding the right people to buy your solution. Curiously, most companies leave this up to the individual sellers and SDRs to research their territories and select their own customer targets.

The purpose of a sales organization is to generate revenue AND provide feedback and insights that inform company strategy,

targeting, and product enhancements. Most organizations focus only on revenue generation and have no process for capturing market insights and feedback. Without this feedback, the company misses important learning opportunities.

With Generative AI, analyzing customer targeting effectiveness has never been easier. This can be done by looking at targeting dispositions along with call recordings to build a closed-loop feedback system that provides recommendations and improves customer targeting. In 2024, companies that take advantage of this new capability will thrive.



Anastasia Pavlova

Founder & CMO, Bold GTM

BOLD GTM

Convergence and Evolution of CRO and CMO Roles

In 2024, the roles of Chief Revenue Officers (CROs) and Chief Marketing Officers (CMOs) will increasingly converge. Both roles will demand a broad understanding of the entire business ecosystem, transcending traditional functional expertise. This evolution will see CMOs stepping into CRO roles and vice versa, requiring a deep knowledge of brand building, demand generation, and customer centricity, with a unified goal of driving revenue. The focus will shift from short-term results to a more strategic, long-term view, emphasizing sustainable growth, relationship building, deep customer understanding, and brand differentiation.

The Trend of Hiring Fractional Executives Will Gain Further Momentum

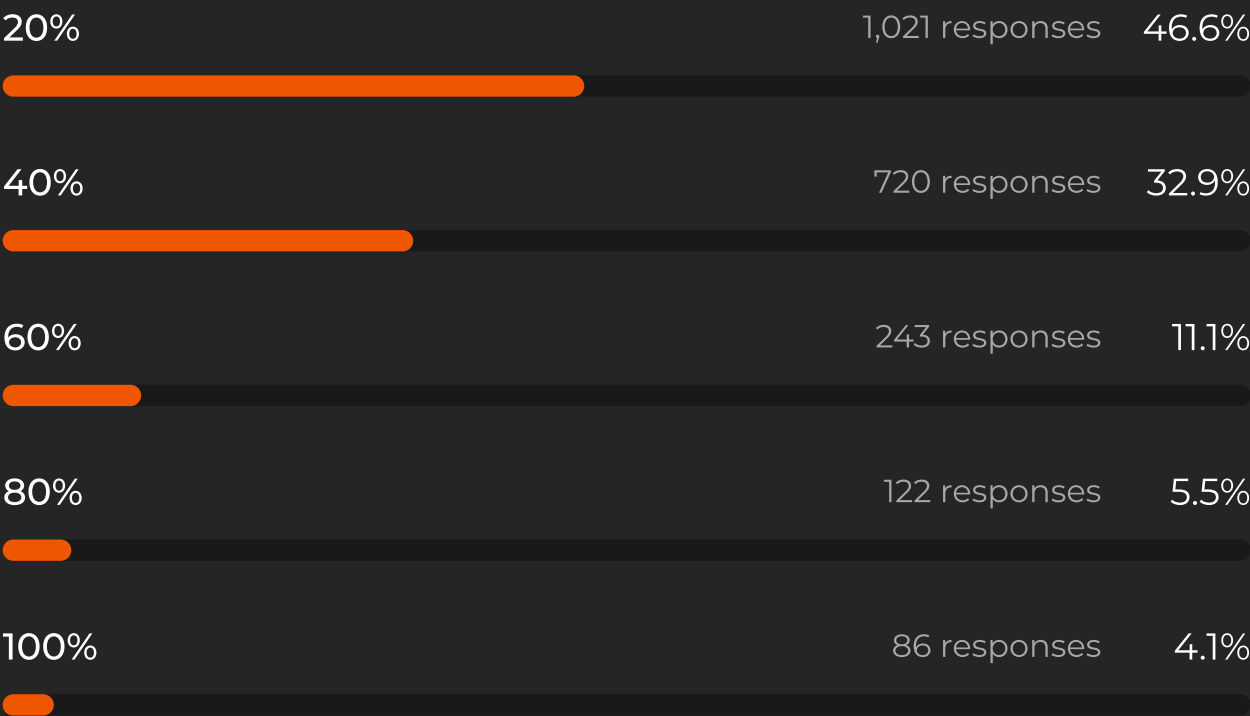
The fractional CXO model, especially appealing to start-ups and mid-sized companies, will be further fueled by the need for more economic efficiency, on-demand expertise, business agility, and strategic growth. It offers flexibility and cost-effectiveness by hiring seasoned executives like CMOs or CROs on a part-time or temporary basis. These fractional executives bring strategic expertise and a fresh perspective, essential for navigating change or specialized projects. This approach allows organizations to adapt swiftly to market demands and lets them focus on core competencies, making it a smart choice in the dynamic business landscape of 2024.

The Future of SDRs: A Fork in the Road

In 2024, the SDR landscape will divide. Some companies will invest in AI tools and enablement to enhance SDR skills in research, targeting,

What percentage of your day to day GTM execution will utilize AI?

2,192 people answered this question





personalized outreach, understanding customer needs, and embracing advanced personalization. Others will reduce or dissolve SDR roles, shifting pipeline and outreach responsibilities to Marketing and Sales, focusing on strategic, technology-driven methods over traditional manpower. This trend reflects a shift towards either technological enhancement or structural realignment in sales strategies. The future of SDRs will thus be marked by either upskilling and leveraging AI technologies or by fundamentally restructuring their role within the organization.

### **More Companies Will Shift From Traditional Funnel-Based Strategies to Account-Based GTM**

This change is driven by the ineffectiveness of the old B2B playbooks and the preference of buyers to self-educate and seek peer recommendations rather than engage with sales. MQLs are losing relevance as KPIs, and there's a growing need to focus on buying committees within target accounts, though operationally challenging. Despite this, boards and CFOs still demand tracking traditional funnel metrics. All GTM functions - Product, Marketing, Sales, and CS - will need to jointly drive pipeline and revenue by targeting buying groups in select accounts. Operational processes will need to evolve to support the new strategies, KPIs, and incentives.

### **AI will Enable Efficiency And Innovation in Business**

In 2024, we'll see a unified, CEO-led effort for AI implementation across company functions. AI Councils will form to guide and prioritize AI integration. Roles like AI Ops or Chief AI Officer may emerge. AI will boost efficiency in text, image, video, audio, and code production. While generative AI will speed up incremental innovation, major breakthroughs will still need human input. Persona-based AI assistants will streamline customer and employee

onboarding. Marketing will benefit significantly from AI, with natural language interfaces simplifying data analysis and insights and AI assisting in targeting, content creation, testing, and campaign optimization through conversational interface.



### **Kathleen Estreich**

Co-Founder at MKT1. GP at MKT1 Capital

M K T 1

### **Generalists vs. Specialists**

As teams continue to invest in AI-powered workflows on the GTM side, startups will end up hiring more generalists vs specialists for full-time roles. The generalists will then “hire” AI products to help them with specific areas.

### **Fractional/Consultants**

There is excellent talent that has gone fractional or into consulting in the last year+. This will allow companies to have smaller in-house teams and use strong specialists on a fractional basis to test new initiatives or channels. This, combined with AI will mean the best teams will be generalist + lean in-house but use tools + fractional work to do more with less cost, time, and effort.

### **Rise of No-Code Marketing Products**

Marketers will be able to do more creative, impact marketing with the influx of no-code tools to build things like templates, no code versions of their product, value add resources for their audience. It's a great time to be a marketer because what used to require product and eng resources, you're now able to do on your own.



## William Wacker

Chief Growth Officer, Radivision

**RADIVISION**

### Personalization is one of my most significant priorities

AI has been here and is taking over, but to me, developing relationships is the most important thing. **Personalization: It's Like They Read Your Mind (But Not in a Creepy Way):** These days, it's all about making the customer feel like you've got a crystal ball, which involves significant research. Doing this allows you to tailor experiences so they hit just right — that's the golden ticket. We're talking about making customers feel like we've got their back understanding their needs before they do. SHOW YOU CARE!!! Get to know your customers and their diverse interests outside their jobs.

### Sustainability & Social Responsibility: Doing Well by Doing Good

Today, doing business isn't just about the greenbacks; it's about being green, too. Showing you care about the planet and society wins hearts and minds — and hey, it's just the right thing to do.

### Diversity and Inclusion

This is one of my biggest passions and a mission of mine. Must-have. We get this incredible mix of ideas and perspectives by bringing together people from various backgrounds. It's all about valuing everyone's unique input, no matter where they're from or who they are. And it's not just about ticking boxes; it's about making sure everyone feels welcome and can be themselves. This isn't just the right thing to do — it makes us more creative, helps us understand our customers better, and makes everything we do much richer. So yeah, diversity and inclusion are pretty much game-changers.



## Beth Bauer

Founder and CEO, PosiROI, LLC

**PosiROI**

The past five years witnessed an overwhelming surge in the adoption of new tech stacks for GTM, fueled by an abundance of cheap capital and the yet uncharted territories of the digital realm.

Activities were initiated in countless directions simultaneously, leaving leaders and teams grappling with immense pressures to find positive returns, even if only in micro-segments that do not scale. The prevailing belief was that emulating the strategies of Big Tech giants would guarantee instant success.

The years 2022-2023 unveiled a reality check – it wasn't only the tech stacks that were new; the entire world had begun evolving at an unprecedented pace.

Struggling to keep pace, GTM stacks revealed the inadequacy of old mentalities and methods. Simply throwing money at problems no longer translated to bottom-line success because a crucial realization was missing – digital age triumph demands human alignment.

Looking ahead to 2024, here are five predictions:

**1. Transparency and Trust in the Digital Age:** The digital age necessitates transparency and trust. Not all data is created equal. There are biases, sampling, timing, and filtering issues. Solid GTM strategies will demand regular cross-functional and honest team and customer feedback, acknowledging that diverse perspectives contribute to better decision-making. In 2024, businesses fostering collaboration between GTM and data/tech experts will



finally begin to unlock the magic of true digital innovation.

- 2. A Pipeline for Reliable Returns:** Reliable returns in GTM come from a pipeline of innovative actions ready to be triggered and measured to create and prove success. Businesses will (re)focus on developing intentional pipelines of new opportunities, prioritized based on the impact and likelihood of success. This more holistically strategic approach will replace the energy loss from the chaotic spinning of efforts and contribute to a realization of more personalized customer engagements.
- 3. Foundations for Business Agility:** Strong values and trust in people and data make businesses more nimble. In 2024, the AI revolution will be more fully understood as Augmented Intelligence, and businesses will more strategically leverage both AI and their investment dollars. This shift to intention will be used to strengthen the people and data foundations needed for growth, acknowledging that, akin to trees, flexibility built on top of strong, foundational root systems is essential for weathering the storms of change.
- 4. Breaking Silos for a Unified GTM:** Silos across various business functions will align to operate as One Business with the goal of maximizing GTM returns and minimizing risks. Improved communication and understanding of the importance of bridging silos will reduce wasted resources and foster an alignment of cross-functional key stakeholders. In 2024, organizations will begin to see the need for developing the habits that balance financial hygiene with opportunities, thereby setting and aligning priorities for the entire business.
- 5. Continuous Innovation from All:** Transformation will no longer be confined to a few key leaders. In 2024, businesses will shift from a designated Transformation Leaders culture to one where trusted accountability is expected from everyone: employees, leadership, and strategic partners. This shift will recognize how

continuous learning and effective collaboration across all assets (human and machine) create sustainable innovation with reliably positive returns.

In summary, in 2024, businesses will reach a pivotal juncture, acknowledging the imperative of aligning efforts with intentional human and digital foundation building. This realization will serve as a catalyst for unifying organizations and fostering more effective GTM endeavors. Businesses that act on these initiatives will actively cultivate pipelines of continuous innovations, engaging all stakeholders to achieve sustained success in this ever-evolving digital landscape.



**Seth Marrs**

Research Director, Forrester

**FORRESTER**

### **The generative AI hype bubble will burst while the capability of sales technology soars**

After months of hype around this technology and relatively minor improvements, customers will tire of hearing about its significant impact, reducing it as a focus. As this happens, vendors who have been building ways to integrate AI into their solutions deeply will deliver more breakthrough features that positively impact performance but were not built exclusively with generative AI capabilities.

When companies reflect on this change, they will realize that generative AI played a critical role in these improvements but required a combination of technical features to value. This will again validate that technology is only worth the value it creates.



## Raphael Steinman

Co-CEO, Maxa



Human touch in sales activities will drive premium outcomes. 2024 will be all about the basics.

- Weekly pipeline generation activities
- Great focus
- Audio/video recording replay analysis
- Putting in those calls and follow-ups

Like any sport, sales will be driven by those who put in the reps training. I believe there will be a premium given to well-crafted human-to-human interactions.

AI-generated content and all the automation have become more and more noise and too look-alike. (Only a few do it well and get copied instantly when it works.)

Choppy, human-crafted, direct-to-the-point messaging will win. AI and all other automation stuff should be in support of, not in replacement.

### Share Clips not Text

With Fathom you can share clips from specific parts of your meetings. Great to drop in Slack for context.

**Notes never tell the whole story.  
Tell it with clips instead** ▶

FATHOM 

Sign up for FREE



## Nicky Dibben

Strategic marketing for technology businesses

### Back to fundamentals

In a world where tactical options are increasing in complexity, speed of change, and automation / AI (together with the accompanying nomenclature often designed to confuse the unwary), there is a massive need to understand that these tactics are merely the time-based manifestation of strategy.

More than ever, there is a need to understand the foundational, fundamental, evergreen elements of best practice strategic marketing. People buy from people and deal with people daily, which will always remain the same: strategic, creative thinking and planning will always be required.

Going to market is simple and no easier than what we should be doing all day as we run a business. Will what we do here improve things for our customers and us? The answer should always be “better”.

As marketers, we should stop arguing about definitions and data, and perhaps, more importantly, we should stop complicating our tech stack due to the lure of the ‘shiny.’ We need to focus on the real world, pragmatic activities that help our clients (or the companies in which we work) succeed. After putting the requisite thought into it, we can actually select the right actions.

I hope that common sense will prevail, along with best-practice marketing designed to stand the test of time. With tactics as the



implementation, use specialists to execute, not as the only thing that matters, the starting point for marketing activities, or a race to use the latest tools for the sake of it. The starting point for excellence is brainpower, accompanied by structure and discipline.

The right marketing, done in the right way in the real world, achieves the right results.



**Peter Wheeler**  
The BespokeGuerrilla at PeterLedGrowth  
Host, Pitchslap! Podcast at Pitchslap.org

The following is an Abridged Snippet from GTM Mag Article: "PeterLedGrowth: GTM 2024"

1. We’re going to open a bar and get drunk over our own celebrity

GTM is going to be focusing heavily on personalized communities and owned environments. There is a rise in MarTech that tout allowing companies to host “[Company’s] Netflix of…” or “[Company’s] University of…” and an even bigger push into the misapplication of Slack, an internal comms tool, to be used for public-facing user groups.

**I think this is a huge misstep.** “But Peter… you’re really outspoken about creating community forums and directly engaging with your users and fans! Did you change your mind?”

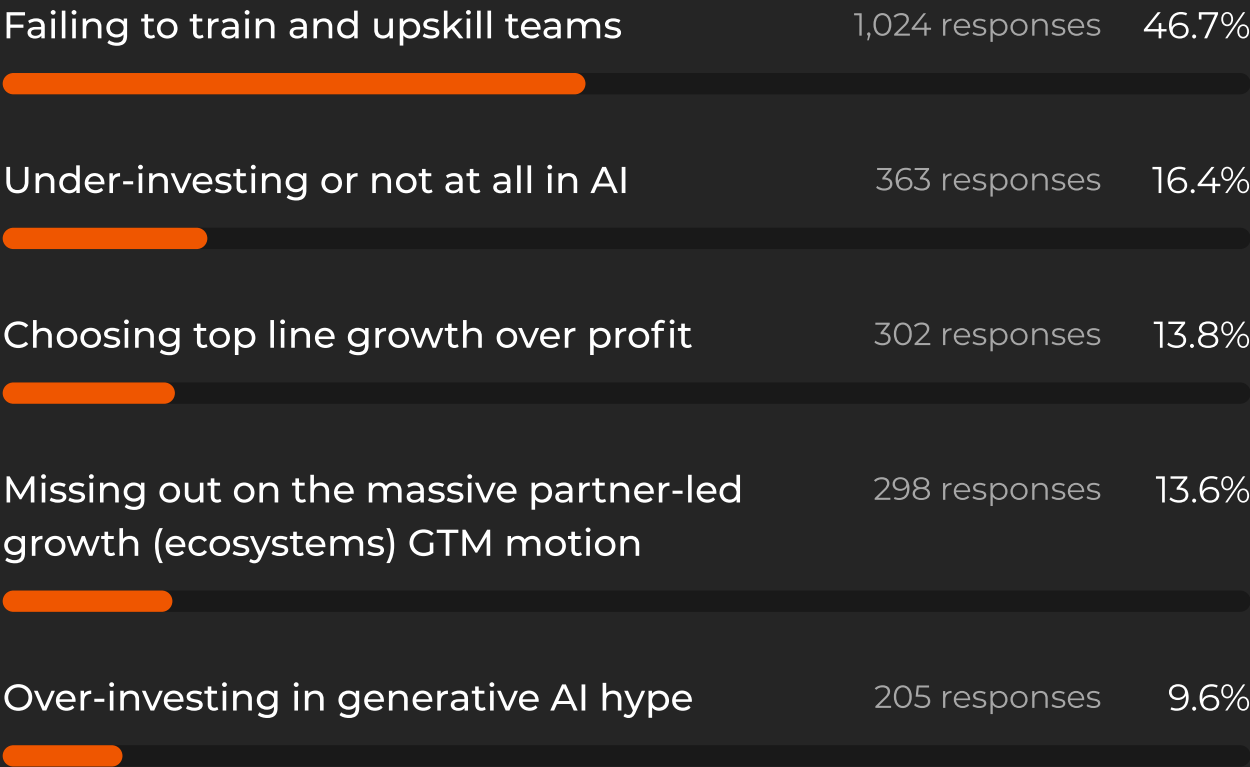
Sure — to a hammer, everything looks like a nail. Community forums are a solid method to reduce CSM costs by having peer support, a remedy for ineffective NPS/CES/CSAT scores by seeing live technical feedback — remember, people brag about their accomplishments here, too. **GTM’s adding these self-indulgent arenas without explicit intent and plans is a distraction from creating a new product for marketing to manage and promote.**

**GTM’s… Plan:** “We’re a family, join our community! We’ve got great videos, content, and people like you participating across multiple tech platforms with totally different logins. Because we’re cool, you love us, and butter is a carb.”

**Peter’s Callout:** “The only people that follow and interact with our

Looking toward the year ahead, what do you see as being the single biggest risk?

2,192 people answered this question



social media pages are employees and trolls. We're totally going to get you to watch our non-nutritive videos in an environment we are convinced we can use as the ultimate in gated content. Brace for spam!"

## **2. Free tickets to Tokenistic Theatrics, 10 shows daily**

... now knowing companies are focused on creating their own cliques and amping up their center of attention, there's a need to actually be someone that others want to hang out with. As GenZ starts to fill the ranks deeper and in higher quantity at organizations, Social Impact is going to move into the center of conversation brands initiate internally and externally. And REGARDLESS of what happens, some pundit, somewhere, is going to make a statement that whatever happened offended the company's "core" customer base.

**It's not easily solved** ...even though it seems like the simple, default, low-effort action - Social Neutrality is not an option, here's why - just start over at "as GenZ..."

Originally, I was going to say "cost savings" pursuits are the end of social impact initiatives, which is still true. But, additionally I think now that this is the moment where Marketing no longer has the "look at the good we do" statements as a growth mechanism, but must pivot to "we have every intent to be good, and do better" as a lifestyle mechanism.

**Brand and Comms teams are going to need to focus more on reacting to distract from bad behaviours as social impact is no longer about charity work but about how a company is perceived, socially — especially with this heightened focus on community.**

**GTM's Noble Attempt:** Doubling down on proudly celebrating wholly performative DEI as a company value proposition; ESG that exists only for the ability to get contracts; growth statements in

conjunction with layoff announcements; time wasting on slight of hand.

**Peter's Forecast he wishes weren't true:** Actual Doubling down on Chauvinistic and Ageist Pejoratives around Brittany-Pietsch-esque "she tanked her career" scenarios and "we don't participate in pay transparency"; Misfires on DEI & Accessibility that show a severe cultural lack of racial awareness and ableism; more and more "Crying CEOs", KyteBaby-esque callouts, and consumer intolerance of bad behaviour — because now it affects everyone...

## **3. A new Epidemic of Gig Economy & the Rise of the Solopreneur**

A huge thing that is starting to affect everyone has been how 2023 and now 2024 demanded Forced Labor Market Entry into the free agent market, especially in GTM, especially in the technology sector. I'm curious as to which syllable you emphasized there.

People have to eat, they have work passions, specialized skills - and even though companies state the role is no longer needed... the work still needs to be done.

We will see a huge Gig Economy spring up around solopreneurs (unemployed) and micropreneurs (moonlighting) professionals to support GTM activities. I don't forecast this creating a surge in marketplace platforms like Fiverr or UpWork; I do forecast a massive increase in temp-to-hire, contractor, and term-based-roles.

**GTM's Noble Attempt:** Rapid team assemblage to execute on multiple campaigns at scale with proven experts at a lower cost than taking on headcount.

**Peter's Grim Forecast:**

- **Companies have moved into the strongest Poverty Pimp position they've held since the Industrial Revolution.** A blurring of the lines treating 1099 contractors as if they were W2

employees, proving people are submissive and disposable.

- A massive rise in ill-equipped people who did not desire to be bootstrapped entrepreneurs. These people will lack the holistic skill sets required especially in understanding their value and the value of their work. We will see a Reverse Auction / Race to Zero; unsustainable work; and a new form of burnout that also includes being broke.
- Exposure as Currency will ramp to new heights.
- Companies will not have the internal resources and experienced leadership to build and manage the new mega network of vendors for campaigns, creating sub-par -everything- and spinning towards wholly outsourcing for the sake of consistency and leadership...

#### 4. Compelled, not compelling, Partnerships

Speaking of passing GTM work off to third parties, it's time for Huckleberry Finn.

Companies are pleading poverty, and of all GTM motions, partnerships are the most cost beneficial. Just like paying for a result with the new workforce, partnerships offer organizations an extended product marketing, professional service, and finance team — at no cost. Partnerships are going to be taken more seriously, and get cleaned up — fast.

I consider this position affirmed by a leader in the space, that leader being [Amanda Nielsen](#) in her “Partnership Ins and Outs for 2024” statement:

*My partnerships ins and outs for 2024 in no particular order:*

*Ins:*

- *standardizing a process for referrals back to your partners*

- *connecting partners with your other partners*
- *more focus on customer outcomes*
- *being really specific about who you partner with*
- *going to market together around a vertical use case*

*Outs:*

- *poor alignment with sales*
- *too much emphasis on revenue share*
- *slapping a logo on a landing page and calling partner marketing*
- *relying on self-serve partner enablement*
- *pay-to-play partner programs*

**Peter's Forecast:** I hope every in and every out is satisfied on Amanda's list. But we're fishing in a dry creek. So, we know people aren't going to work for GTM...

#### 5. AI Nullification

GTM is fascinating because it suffers so many abuses and counterproductive responses due wholly to misappropriation.

GTM with Technology is just an overconfident juvenile wielding a hefty double-edged sword.

As GTM professionals, we don't take emerging tech and utilize it for the greater good and progress; we often use it to work around an implicit convention... not strictly unethical, not precisely unfair, not exactly against the rules, but definitely gaming the system. And then, not long after, the cheated party uses the same tools to defend itself from the workaround, or just as commonly, abolishes the positive utilization of a tool, or extincts the tool itself, because it was used wrong.

This Defensive Diversion GTM has been most profound in the abundantly wasteful utilization of AI. Shortcut → wall, content → detect and block...



Why do we in GTM only feel nourished when replete with poison?

**GTM's Aspiration:** ...to use emerging tech to do their job better?

**Peter's Prediction:** I'm elated that other fields are using this technology productively!! Because in GTM we're going to experience the pinnacle of "Mutually Assured Futility" indefinitely.

What saddens me most is that we are sacrificing our creativity and ingenuity to figure out ways to prompt a tape recorder to do what we think will provide the best defensive assault.

**In conclusion,** and a little tl;dr...

**The Exploitation of Humanity in our immediate surroundings...** — GTM is going to haphazardly move into a "People First" marketing approach, that is as narcissistic as every previous approach, and pretty disingenuous against our customers, prospects, and champions. Layoffs will continue, and our former team members -people- will be capitalized on to close gaps but that **will fail requiring us to focus on external support...** — Partnerships and Vendor relationships to fulfill the basic elements of GTM (Product, Marketing, Sales) will take the lead because we won't have the internal people to manage items and there will be no middle ground or moment where all parties are happy... **but our inability to find mutually beneficial scenarios will GTM will force us to further rely on technologies that creates an arrested development...** — in our creativity and purpose will suffer in the GTM default mistake of only using tech to one-up the recipient party... **driving a totally futile situation in arm wrestling our own shadows. And much like the futile war between Peter Pan and his shadow, we're inventing unnecessary conflict because of our complex relationship between business needs and customer engagement, and need to acknowledge, at some point, we need to grow up.**

**Let's shoot for 2025 to be the Enlightenment of GTM. With cake, but without guillotines of course.**



## Elinor Stutz

CEO, Blogger and Evergreen Author



### Preparing For A New Era Forthcoming

With the emphasis on technology today, AI has affected all areas of life, good and bad. It is slowly changing how we work, live, and think. It resides in everyday products of which many are unaware. Today, elementary schools have children using their laptops with underlying AI tech, while Apple watches monitor movements plus our health.

Scams of many types are prevalent, bringing caution to new heights, such as banks purposely freezing client bank accounts to help them avoid hacking. Giant corporations are utilizing data centers that will likely become a global effort to accommodate AI infrastructure needs. Small and medium-sized businesses will steadily increase their usage of AI with a need to monitor how it affects staff and clientele. The theme of caution to put AI to good use is vital for all.



## Nicolas De Kouchkovsky

Fraction CMO and Industry Analyst, CaCube Consulting



### Best-in-class GTM organizations will capitalize on all available buying signals to focus their outreach

2023 hit outbound prospecting hard as buyers shifted focus to consolidating their revenue stacks instead of exploring new

investments. Response rates reached all-time lows last year amid solution saturation and economic uncertainty. This forced sales teams to sharpen their targeting beyond broadly defined ICPs to the 3-5%, which, at a given time, are demonstrating active buying signals and intent to buy their specific solution.

Thankfully, today's digital landscape provides a wealth of intent signals. Transforming this disparate, often noisy data requires operationalizing it into tailored, actionable insights for each business. The next frontier for sales prospection will be leveraging these signals to identify buyers in market and tailor precise outreach accordingly.



**George Brontén**

CEO/ Founder, Membrain.com



**AI Will Drive People Focus**

Generative AI has wholly dominated the tech space in the past year. Software vendors have rushed to add “AI-generated this and that” to their products, and anyone raising capital has placed the acronym front and center. The AI race is racing on, and we’ll continue to see a lot of innovation in this space, led by Microsoft, Google, other tech giants, and ambitious nations. Over the next few years, we’ll see the effects of generative AI in the workspace, including the buying/selling motions. When it comes to 2024, I mainly see two outcomes from this:

**Content Inflation Deluxe**

Because of generative AI, we’ll see many more blogs, books, and websites pop up. As a buyer, it will get increasingly challenging to

differentiate valid content creators from copycats and scammers, just like disinformation created by troll factories, which will increase in volume and sophistication in their intent to create increased polarization and disruption in our societies. Although new privacy laws and anti-spam regulations will make spamming harder, tools designed to automate sales outreach will continue to fill up our inboxes. Hopefully, AI will better tailor messages to make them more relevant to recipients, but I’m not placing any bets on it. Finding valuable and trustworthy information online will not get easier.

**People Growth & Coaching**

As buyers and sellers drown in content and grow increasingly lazy by using “AI assistants” that automagically complete tasks such as note-taking, research, and content creation, expectations of gaining value from in-human interactions will rise, and hence the need to grow the skills and mindsets of everyone interacting with prospects and customers. For this reason, companies have to develop their most important assets: their people. Better training and a more serious focus on quality coaching are required to make how you sell into a competitive advantage. For this reason, as a somewhat counter-intuitive outcome of AI and automation, I see people development as the key focus area to improve GTM results in 2024 and beyond, as fewer people will need to do more qualified work.

**Works With Your Tools**

Copy/paste your summaries & action items to Slack, Google Docs, Gmail, or your favorite Task Manager.



**Get setup in minutes**



## Leore Spira

Director of Revenue Operations at Blink Ops & Startup Advisor



In 2024, the Go-to-Market landscape is set to undergo significant transformations driven by technological advancements (like AI) and shifting customer expectations. In the next year, I predict three key trends that will shape GTM strategies. Staying agile and adapting to these trends will be critical for maintaining a competitive edge and delivering value to clients in an ever-evolving market.

### Customer-Centricity and Personalization

In 2024, the focus on customer-centricity will intensify as a change management approach. SaaS B2B companies will increasingly invest in understanding their customers' unique pain points, needs, and preferences. This deeper understanding will drive highly personalized GTM strategies, where messaging, pricing, and product recommendations are tailored to individual clients or user segments. Advanced AI and machine learning will play a pivotal role in enabling this level of personalization, leading to increased customer satisfaction and retention.

### Ecosystem Expansion and Integration

SaaS B2B companies will continue to expand their ecosystems and prioritize integrations with complementary solutions. The aim is to provide customers with seamless end-to-end solutions that address a broader spectrum of their business needs. Collaborative ecosystems will foster a more comprehensive approach to problem-solving, and GTM strategies will need to adapt to effectively communicate the value of these integrated solutions. Moreover,

strategic partnerships and alliances will be pivotal in reaching new markets and customer segments efficiently.

### AI-Driven Revenue Operations

AI will continue to transform the way SaaS B2B companies approach go-to-market strategies. Predictive analytics, lead scoring, and AI-driven chatbots will become essential components of GTM strategies. These technologies will not only enhance efficiency but also enable a more data-driven and informed decision-making process. SaaS companies will need to invest in the necessary AI infrastructure and expertise to fully leverage these capabilities and empower their revenue operations function.



## Victor Antonio

Sales Velocity Academy

As the swirl of technology continues to accelerate and market uncertainties persist, be it geopolitics, market fluctuations, or inflation, companies will retreat to the basics. The first being retention. How can companies hold on to their existing clients/customers?

Second will be what I've coined 'intraprospecting'; finding new business opportunities within existing clients. Beyond upselling or cross-selling, intraprospecting is about creating value by uncovering unconsidered opportunities/needs within an existing client to help them either increase revenue, reduce cost, or expand their market share.



Lastly, companies will refocus on re-acquiring past clients. Retention, intraprospecting, and reacquisition of clients will be the GTM triple play companies will use to (a) reduce cost-of-sales and (b) shorten sales cycles to increase their profitability.



**James Rores**

Creator of the WINS Selling Platform

**Prediction: The Adoption of a Lean GTM Strategy**

In the past, product, sales, customer experience, brand, and marketing teams paid more attention to what separated them than to what aligned them.

Marketing-led GTM strategies were too big, inflexible, not inclusive, and not sufficiently connected to the buyer and the buying decision.

This created siloed commercial teams that converted GTM fuel into friction, burned precious cash, and underperformed expectations.

Change is required, but who should drive? In 2024, sales will take the wheel. After all, sales has the most to lose when your revenue engine is stalling. The best members of your sales team know the predictive buying patterns required to optimize your GTM strategy. Not just any GTM strategy.

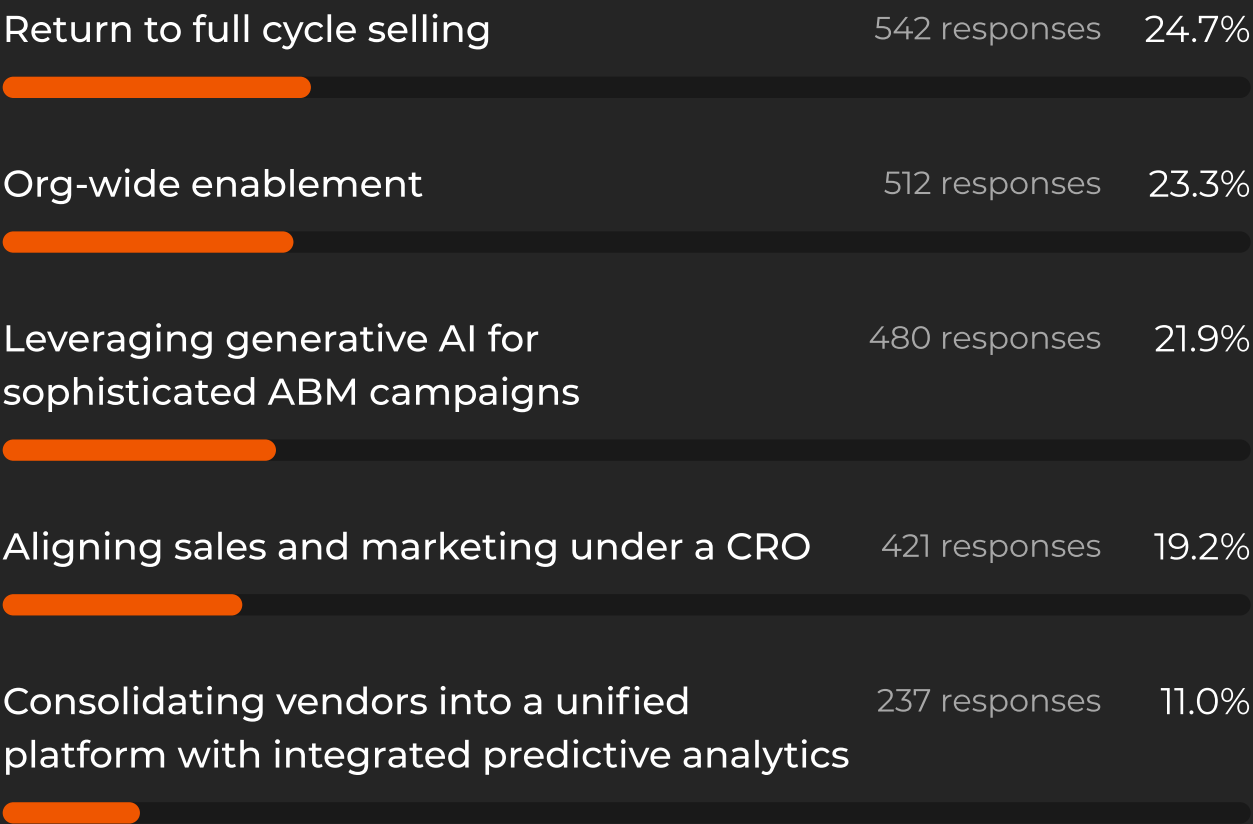
A 'lean GTM strategy:' One that is efficient and dynamic. One that identifies and provokes active buying decisions. One that adjusts as buyers and their behaviors flex to competitive threats and changing market conditions. In 2024, sales will step up their game and learn to share buyer insights across the commercial team.

When you knock down a silo, you create a pipeline, which is why in 2024, we will say, "The best measure of an effective go-to-market strategy is the strength of your sales pipeline."

After all, sales is a team sport.

**Looking toward the year ahead, what do you see as the biggest opportunity?**

2,192 people answered this question





## Steve Richard

SVP, Revenue Enablement, Mediafly



The relentless vendor noise has conditioned our prospects to turn off and tune out. No one is in a buying mood right now. Everyone has been burned by vendors who can't deliver on their brand promise. Execs are being cautious. That's why 2024 is going to be the year where handwritten notes come back.

Why? AI can't do them. I bet if you do 10 high-quality handwritten notes per week with personalized 3x3 Research, your sales pipeline will be full in two months.

To do this strategy right, you need to work.

- You need to call to confirm the address with the switchboard or executive assistant.
- You need to do your 3x3 Research and weave it into the note.
- You need to address the envelope and lick the stamp.
- You need to then follow up on email, LinkedIn, and with calls.

The work effort is exactly why I believe handwritten notes will move the needle in 2024.

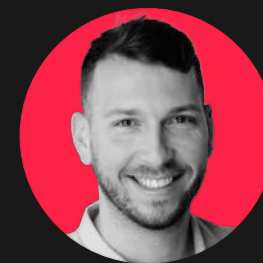
### Yep, Fathom Support's That

No matter the video conferencing platform, language or compliance requirements you have, Fathom's got you.



FATHOM

Sign up for FREE



## Yan Pallada

Marketing & Partnerships at Fathom | GTM Advisor



### AI-Powered GTM Insights

The pulse of GTM strategies will quicken with the integration of AI, transforming how businesses harness prospects & customers data.

This will not only break down silos between GTM teams, but also ensure that leadership can learn much faster if a certain strategy or tactic is working or not, driven by faster insights from all channels & front-lines interactions.

Get ready to make each customer interaction a growth opportunity, and use it to seamlessly inform and align GTM strategies.

### RevOps Leaders Ascend to Shape GTM Strategy

Expect to see RevOps leaders stepping firmly into the spotlight, playing pivotal roles in shaping Leadership-level GTM strategies.

After a year focused on maximizing efficiency and the ethos of "doing more with less," the value of RevOps wizards in SaaS businesses has never been clearer. These teammates are set to become essential members of the top leadership circles, directly influencing the direction and execution of GTM approaches.



# You're Gonna Love it!

With an **customer satisfaction score higher than Starbucks** we're confident that you're going to love Fathom.

Sign up for FREE



**#1 RANKED**  
AI MEETING ASSISTANT

★★★★★ 5/5  
1,900+ Reviews

81<sup>+</sup>

NET PROMOTER SCORE

Higher than the Starbucks' score of 77

Product Hunt  
AI Product of the Year  
**2nd**

**"EXACTLY what I had  
and more"**

proven to be an invaluable  
ion. Since installing, I've  
ed about me meeting notes.

n H., Small Business Owner  
★★★★★ 5/5

**"An absolute game changer"**

I use it to record group coaching calls  
and sales calls as well. It's super easy  
for me to go back and listen/watch to  
critique myself, but it also gives an  
added bonus of share the call link with  
the other person.



Tyler R., Small Business Owner  
★★★★★ 5/5

**"Just the assistant you need for  
your meetings"**

This app has been a goldmine - it's  
exactly the on-demand assistant I  
needed to make sure I never miss any  
pertinent information during another  
meeting. Highly recommend for anyone  
looking.



Marten V., Small Business Owner  
★★★★★ 5/5

**"I'm awake, right?"**

Fathom is brilliant; I love that you can  
highlight bits and choose action points  
from the calls. You can download  
sections if you've had a client hype  
about you to repurpose for content.



Beatrice G., Branding Strategy Consultant  
★★★★★ 5/5

**"Keeps up with our meet  
is a real time saver!"**

The transcripts are extremely  
and they seem to understand  
of different accents very well



Joseph G., Head of Comm  
★★★★★ 5/5