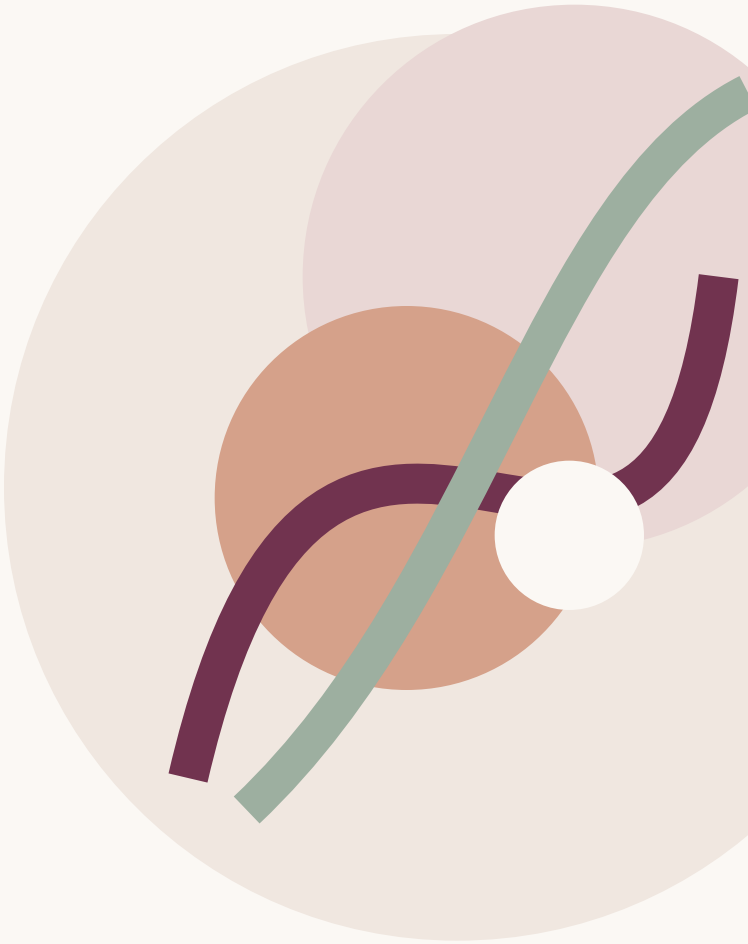
J. Werner

CONSULTING

GO-TO-MARKET STRATEGY

Revenue Engine *GTM Playbook*

Eight steps to tune your revenue engine so sales can finally perform.



Jen Werner

J. Werner Consulting

Five signs to look for

01 Everyone is considered your ideal customer.

02 Your story changes depending on who tells it.

03 Buyers struggle to connect your offers to an outcome.

04 Your sales tools do not support the conversation you want.

05 Targets and incentives send mixed signals.

If two or more sound familiar, look beyond seller performance. Use the eight steps to find where the commercial approach needs work.

Target market and ideal customer profile

Which buyers have the clearest need for what you sell?

Company size and industry

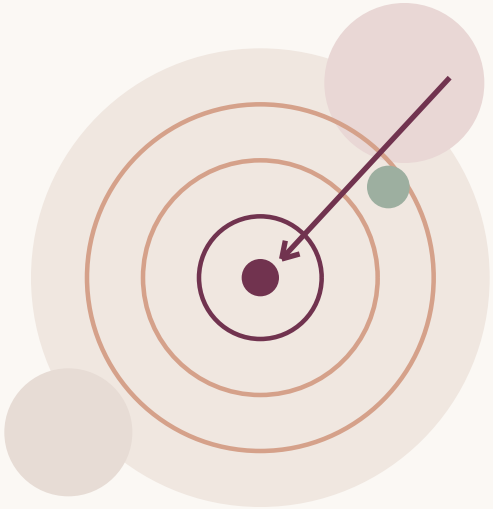
Define the segment you serve best. Consider size, sector and the conditions that make a customer a good fit.

Pain points

Name the business problem in the buyer's own words. What happens if it goes unresolved?

Buying decision

Identify who feels the pain, who approves the budget and who else influences the decision.



FOCUS

PUT IT INTO PRACTICE

Document your ideal customer profile on one page. Use it to align sales and marketing on which accounts to pursue.

Which accounts will we stop pursuing?

Your unique value proposition

Why should this buyer choose your offer?

Draft the promise

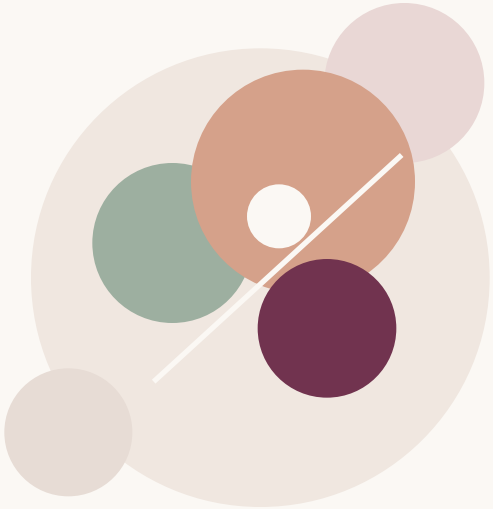
We help [target market] solve [key pain point] by providing [solution] that delivers [unique benefit].

Example

We help early-stage SaaS companies improve deal size and conversion by training sales teams to run consultative discovery calls.

Test the language

Ask recent customers what made them choose you. Compare their answers with the benefits you lead with.



DIFFERENTIATE

PUT IT INTO PRACTICE

Draft three to five differentiators. Refine them using customer feedback.

Which benefit do customers mention without prompting?

Sales process and pipeline

What evidence tells a seller that a deal is ready to advance?

Generate and qualify

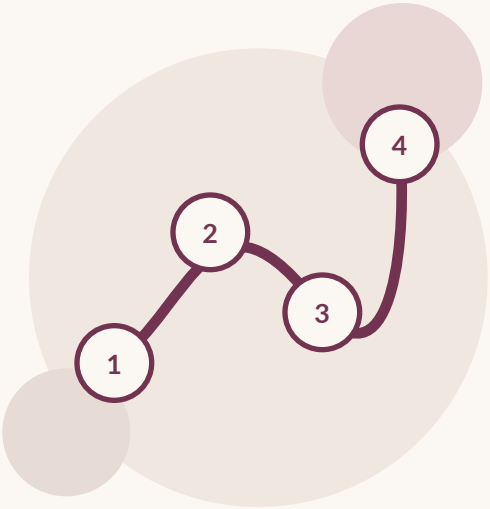
Source leads through outreach, inbound interest or partners. In discovery, establish budget, authority, need and timing.

Present and negotiate

Show how the offer solves the problem the buyer described. Surface objections and agree on what each side needs to resolve.

Close

Confirm the decision process, required approvals and next commitment before marking the deal as won.



MOMENTUM

PUT IT INTO PRACTICE

Define entry and exit criteria for each stage in your CRM. Test them against a current deal.

Which stage has the weakest exit criteria?

Sales messaging and objections

How does your team move from an opening question to a useful next step?

Open with relevance

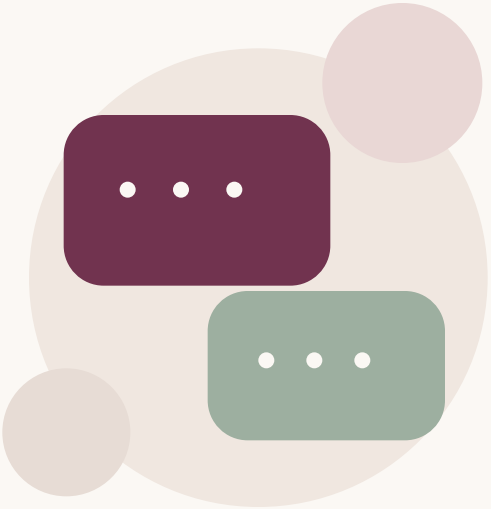
Use a fact or a pain point the buyer recognizes. Ask how it shows up in their business.

Connect the solution

Reflect the challenge back to the buyer. Show the part of your offer that addresses it.

Work through the objection

Ask what sits behind the concern. Agree on a specific next step, such as a demo, proposal review or contract discussion.



CONNECT

PUT IT INTO PRACTICE

Role-play a real objection with your sales team. Practice the follow-up question and the next-step request.

What objection deserves a better follow-up question?

Lead generation and outbound

Where do qualified opportunities actually come from?

Outbound

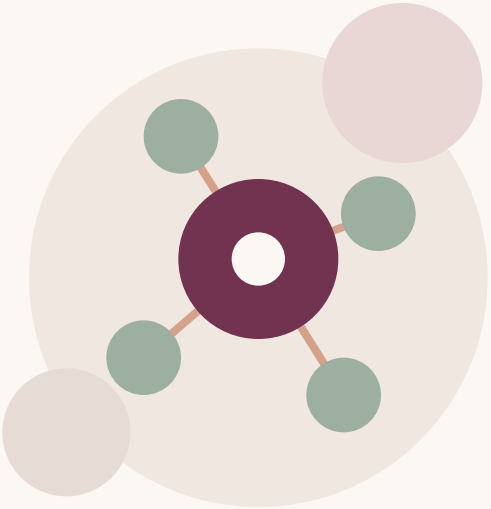
Use targeted email, LinkedIn outreach and account-based campaigns to reach buyers who match your ideal customer profile.

Inbound

Use case studies, reports, webinars and search to answer the questions buyers are already asking.

Referrals and partnerships

Identify customers and partners who can introduce you to the right accounts. Track which introductions become qualified conversations.



FIND THE FIT

PUT IT INTO PRACTICE

Choose a weekly measure for inbound and outbound. Review qualified opportunities alongside activity volume.

Which channel deserves more investment?

Pricing and packaging

Can the buyer explain what they get and why it is worth the price?

Subscription

A recurring fee fits an ongoing service or software relationship. Make the scope and renewal terms clear.

Tiered pricing

Separate service levels around meaningful differences in customer needs. Show what changes from one tier to the next.

Value-based pricing

Connect price to the outcome the buyer values. Be explicit about how the buyer can assess the return.



BUILD VALUE

PUT IT INTO PRACTICE

Compare competing offers on scope, price and customer value. Identify one change worth testing.

Where do buyers hesitate over price or scope?

Sales training and performance

What should a seller be able to do differently after coaching?

Onboarding

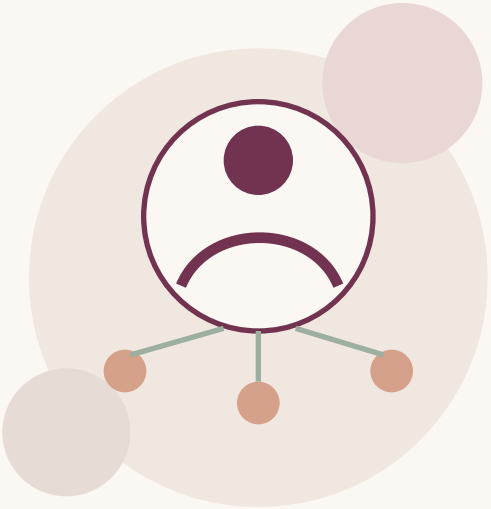
Give new sellers structured coaching on the conversations and decisions their roles require.

Performance measures

Track win rate, sales cycle length and revenue per seller. Look at the deals behind the averages.

Feedback

Use regular reviews to connect a performance pattern to a specific skill. Agree on how you will observe improvement.



COACH TO GROW

PUT IT INTO PRACTICE

Build a training plan with a skill benchmark, a practice opportunity and a date to review progress.

Which skill will we coach first?

A repeatable growth model

Which parts of your sales approach are ready to scale?

Review weekly

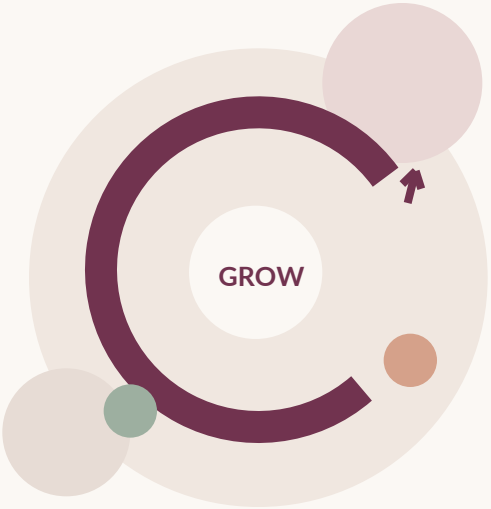
Use sales data to identify a bottleneck. Trace it back to the deals and decisions that created it.

Test one change

Compare messaging or pricing approaches. Refine your ideal customer profile as performance patterns emerge.

Expand deliberately

Document what worked and under what conditions. Test the approach in a new market before expanding further.



REPEAT + REFINE

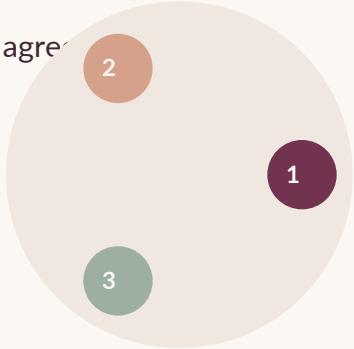
PUT IT INTO PRACTICE

Schedule a monthly go-to-market review. Assign an owner to each decision and revisit the evidence next month.

What will we repeat, change or stop next month?

Your next 90 days

Choose one constraint from the eight steps. Give one person ownership and agre on what progress will look like.



Priority and owner

First action and due date

Evidence to review in 90 days

Work through it with Jen

The four-week Revenue Engine Audit uses my 5D framework (Discover, Diagnose, Design, Deliver, Debrief) to identify what is blocking growth and build a 90-day action plan.

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