



WHAT GREAT LOOKS LIKE

What Great Looks Like enables companies to increase sales by building tightly aligned Go To Market organizations that collaborate to hit their targets.

What will you get from working with us?

Create more pipeline

and qualified opportunities with a tight handshake between sales and marketing, aligning on outcome-driven metrics.

Increase average deal size

with a clear value proposition that resonates with your customers, by delivering appropriate content to prospective clients at the right time in their buying journey.

Close faster and more often

by ensuring that sales has the materials and training it needs, including customer success stories; your clients want to hear from their peers.

How can you work with us?

Start with a **30-day assessment** of your Go To Market function. You'll get:

- A detailed report that identifies gaps in these areas: product marketing, demand, brand, customer marketing, operations, and organization.
- A detailed and time-bound action plan that prioritizes areas for improvement.



Why work with us?



Chris Adams

"Gary and I collaborated to create the go to market plan for Series A startup Transfr. We started from scratch, building the sales and marketing teams. We quickly aligned on our OKRs (opportunities, not just passing leads to sales), with marketing's SDRs working with my AEs to qualify opportunities.

"We hit our opportunity and pipeline target every month, on the way to the company tripling revenue that year. Gary works hard to avoid silos. He's a great partner who really understands that we're one GTM team. On top of that he holds himself accountable to driving revenue and not just marketing hype."

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