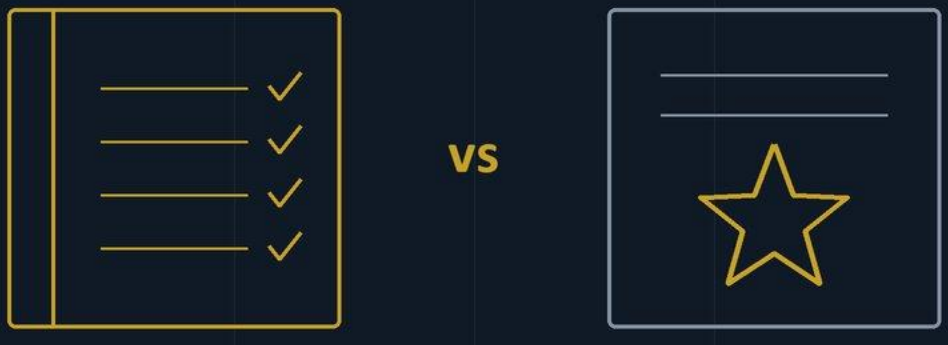
# FINANCE HAS GAAP. GO-TO-MARKET HAS HOMEWORK.

**6** parts of a rulebook your portfolio's growth engine never got.

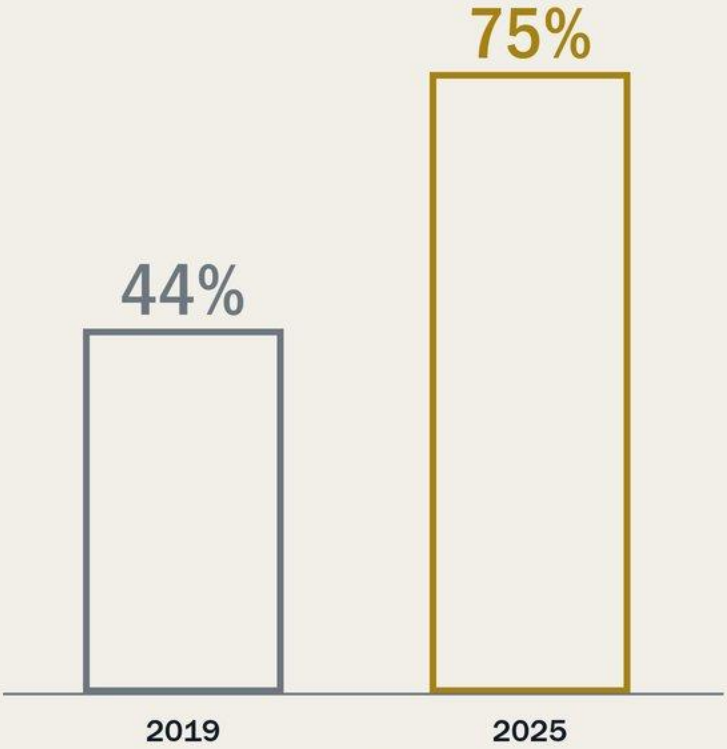


THE STAKE

Revenue growth produced 75% of private equity's value creation in 2025. In 2019 it was 44%.

The financials behind that growth follow one rulebook. The growth engine is defined, measured and marked by each company, in its own words.

A good rulebook leaves room for how each business works. Same frame, different picture.




share of value creation from revenue growth

PART 01



# THE DICTIONARY

One definition per term, the same in every company.

| COMPANY A | | COMPANY B | | COMPANY C |
|---|---|---|---|---|
| "QUALIFIED" | ≠ | "QUALIFIED" | ≠ | "QUALIFIED" |
| = booked a demo | | = has a budget | | = replied once |

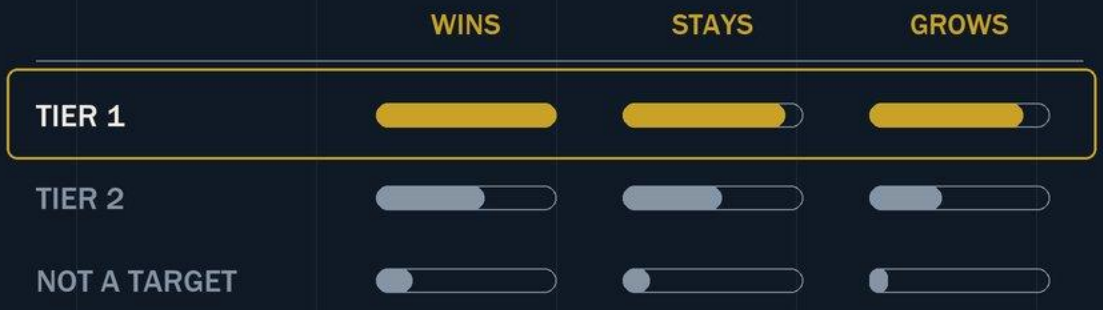
WHEN IT BITES

**Two companies report “qualified pipeline.” You cannot add the two numbers together.**

PART 02

# THE BEST TARGET

Every company tiers its market the same way and proves it with the same evidence: who wins, who stays, who grows. The answers are its own.




WHEN IT BITES

**Ask five companies for their ideal customer. You get five formats, and one of them says everyone.**

PART 03

# A HEALTHY CUSTOMER

Red, yellow, green means the same thing everywhere. Each company picks the signals that turn an account red in its business.

SAME SCALE



COMPANY A

RED WHEN

usage drops

COMPANY B

RED WHEN

invoices run late

WHEN IT BITES

**Every company reports healthy accounts. Then one of them loses its biggest.**

PART 04

# THE RECEIPTS

Every score is checked against the data, by someone who is not paid on it.

| WHAT THE TEAM SAYS | VS | WHAT THE SYSTEM SHOWS |
| --- | --- | --- |
| 30% | | ? |
| win rate | | no record |

WHEN IT BITES

**Leadership quotes a win rate. The system cannot reproduce it.**

PART 05

# THE BEFORE PHOTO

Score every company the day you buy it. Score it again every year, with the same ruler.



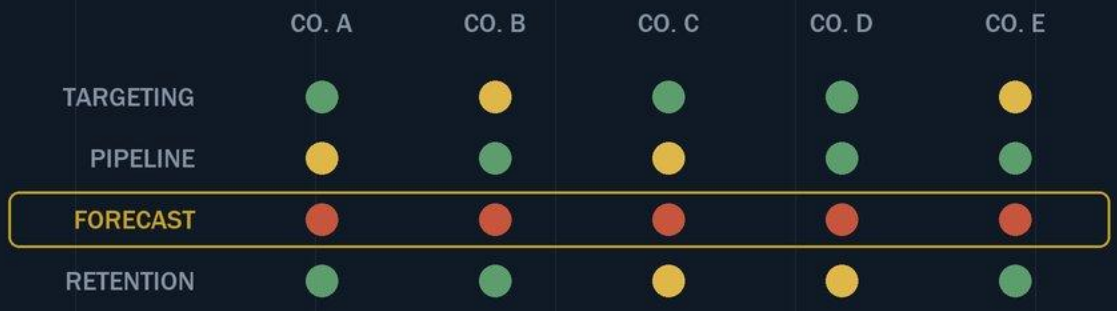

WHEN IT BITES

**Two years and six initiatives later, nobody can prove what got better.**

PART 06

# THE SIDE-BY-SIDE

Every company on one page, in the same rows.




WHEN IT BITES

**The same gap is hiding in five companies. You are funding five separate fixes.**

THE BILL

Accounting built its rulebook after self-reported numbers got too expensive.

Growth is now most of the return. The same bill is coming due.



DICTIONARY



BEST TARGET



HEALTHY CUSTOMER



RECEIPTS



BEFORE PHOTO



SIDE-BY-SIDE

**Which of the six does your portfolio already have?**

ALIF GTM

# Want help putting this to work?

Alif GTM helps private equity firms and B2B scale-ups build a go-to-market process that can be measured, compared and improved, using the GTM Operating System.

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