PICK YOUR PLAYS

Planning is not about running all six. It is about which ones fit, in what order, and which you can fund properly.

The six motions, how to measure each, and the baseline before you fund it.

TACTIC OR MOTION

ALL FIVE, OR IT IS A TACTIC

GTM Partners' test: a GTM Motion carries strategy, ownership, investment, execution and measurement. All five. Hosting events is not an Event-Led motion. Having partners is not Partner-Led growth.

WHAT I COUNTED THIS MONTH

Across 12 client companies: 38 motions running, 9 with a named owner and a number.

INBOUND-LED

8/12
RUNNING IT

2
WITH AN OWNER AND A NUMBER

ACROSS 12 CLIENT COMPANIES, LAST 30 DAYS

Marketing harvests demand through content and digital channels, then routes it to Sales.

MEASURE

Lead to opportunity conversion rate, split by source.

BASELINE BEFORE YOU FUND IT

You can state that rate from memory, by source, for the last four quarters. If nobody can, you are producing content.



OUTBOUND-LED

10/12
RUNNING IT

3
WITH AN OWNER AND A NUMBER

ACROSS 12 CLIENT COMPANIES, LAST 30 DAYS

Sales and Marketing run targeted, account-based outreach into named accounts.

MEASURE

Meetings held per rep per month, and the opportunity rate from them.

BASELINE BEFORE YOU FUND IT

A named account list a rep can open on Monday morning. Without it you are measuring activity against a market nobody defined.



PRODUCT-LED

2/12
RUNNING IT

0
WITH AN OWNER AND A NUMBER

ACROSS 12 CLIENT COMPANIES, LAST 30 DAYS

The product drives adoption and expansion through usage, with sales assist on larger deals.

MEASURE

Time from signup to first value, and the paid conversion rate after it.

BASELINE BEFORE YOU FUND IT

One in-product action, written down, that predicts a paid conversion. No definition means no motion.

PARTNER-LED

8/12
RUNNING IT

2
WITH AN OWNER AND A NUMBER

ACROSS 12 CLIENT COMPANIES, LAST 30 DAYS

Growth comes through ecosystem partners, referrals, resellers and nearbound relationships.

MEASURE

Partner-sourced pipeline, reported separately from partner-influenced.

BASELINE BEFORE YOU FUND IT

A written partner ICP, and no single partner carrying a share of new revenue you would not defend to your board.

EVENT-LED

7/12
RUNNING IT

2
WITH AN OWNER AND A NUMBER

ACROSS 12 CLIENT COMPANIES, LAST 30 DAYS

Premium in-person or virtual events create high-quality connections that become pipeline.

MEASURE

Pipeline created per event, measured ninety days after it, not on the day.

BASELINE BEFORE YOU FUND IT

A named owner for follow-up before the venue is booked. Booking first is how an event becomes a cost line.



COMMUNITY-LED

3/12
RUNNING IT

0
WITH AN OWNER AND A NUMBER

ACROSS 12 CLIENT COMPANIES, LAST 30 DAYS

Thought leadership builds a movement or category that generates demand over time.

MEASURE

Inbound requests that name your point of view rather than your product.

BASELINE BEFORE YOU FUND IT

Twelve months of runway and a named owner. This is the slowest of the six and the first one cut in March.

THE POINT

FUND FEWER, FUND THEM PROPERLY

The goal was never six. It is knowing which two you are genuinely resourced to run, and saying so out loud while the plan can still change.

ONE QUESTION

Which motion is in your plan with no owner, no number and no budget?

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.

BOOK A CONVERSATION

alifgtm.com

MORE FRAMEWORKS

alifgtm.com/resources

WEEKLY NEWSLETTER

alifgtm.com/newsletter