

The GTM Maturity Model



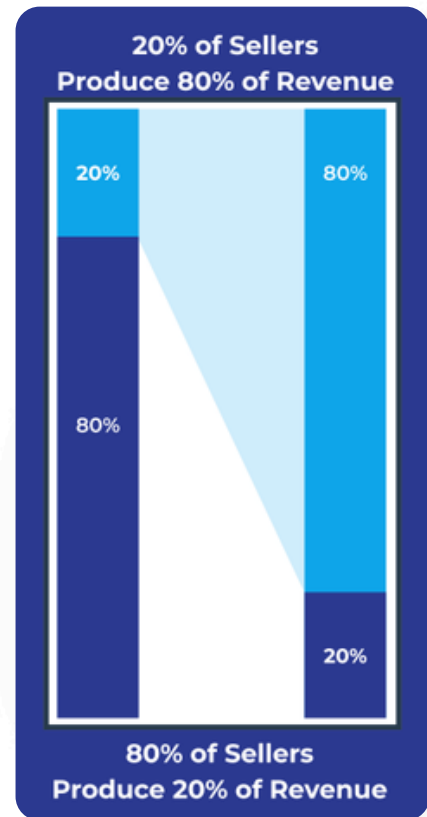
From Manual Work to Agentic Growth

In most sales organizations, we find that the Pareto example is common. 80% of the revenue comes from just 20% of the team. To grow, a leader must learn to replicate that success. This requires supercharging those top performers to do even more while moving the rest of the team toward productivity.

For years, companies have tried to fix this by adding more legacy tools, but the results have not changed.

Today, we see companies trying to fix their revenue engine by adding AI features to those same legacy tools. It does not work because it does not change the way the work gets done.

We use this GTM Maturity Model to show exactly where a revenue engine is today and what is required to actually move the needle.



The Manual Era: Levels 1 through 4

In these stages, the system is static. Even with AI, the intelligence is trapped. The system does not learn from deals, and every rep is forced to start from scratch every day.

Level 1: The Filing Cabinet

- **The System:** Salesforce is a digital graveyard. Data goes in, but nothing comes out.
- **The Reality:** Everything depends on the person's memory. If reps do not do the research manually or log their own notes, the work never happens. Leadership has zero real visibility.

Level 2: The Siloed Era

- **The System:** Disconnected tools for email and data that do not talk to each other.
- **The Reality:** Reps spend the day jumping between 10 different tabs. The CRO is left "hoping" reps are on the right accounts and deals that drive in-quarter and in-year revenue. But hope is not a strategy. The team is busy but not focused on winning.

Level 3: The Generative Era (Passive AI)

- **The System:** Basic AI tools that help reps write emails or summarize calls.
- **The Reality:** This is just a faster typewriter. Because the system does not learn from wins or the top 20%, every rep starts from zero on every new account. New hires are forced to learn from scratch because the best sales logic is not integrated into the workflow.

Level 4: The Signal Era (Reactive Intelligence)

- **The System:** Intent tools that flag website visits or job moves. This level is all reactive.
- **The Reality:** The rep sees a light flashing, but still has to hunt for a reason to call. Because the competition has these same signals, the team is already late to the party. This turns every deal into a crowded race and forces the team to react to the market instead of leading it.

Level 5: The Agentic Era

This is the leap from reactive tools to an execution engine built on speed, scale, and action.

Level 5: The Smart Engine (ShiftUp)

- **The System:** Agentic execution. Instead of waiting for a prompt, the system takes the initiative. It continuously analyzes the territory and works alongside reps to guide the sales strategy.
- **Speed:** On the first day of implementation, the engine scans thousands of accounts simultaneously. It identifies high-value opportunities and feeds them directly to the seller's fingertips.
- **Scale:** The engine removes the human bandwidth ceiling. It handles the heavy lifting of research and mapping while logging administrative activities. This allows the team to engage with a volume of accounts that was previously impossible.
- **Execution:** Aggregated intelligence. The system acts as a navigator by capturing the win logic of the top 20% and embedding it into every rep's workflow. It ensures the whole team is executing at a high level and drives the 80% toward full productivity.

Why This Matters for the Bottom Line

For the CRO: This is about predictability. In Levels 1 through 4, revenue is tied to human effort. If a rep has a bad week, the pipeline suffers. In Level 5, revenue is tied to a system. The organization moves from a hope game to an execution game.

For RevOps: This is about an asset that grows. In the Manual Era, data is disconnected, and the system stays the same. In the Agentic Era, the organization builds a system that gets smarter with every conversation. This allows Ops to stop managing tasks and start managing an engine that scales the best sellers.

The Big Idea

Stop asking the team for more activity and start giving them more opportunities.

The higher a company moves up the GTM Maturity Ladder, the more the system carries the load. At Level 5, there is finally an engine that works for the leader by identifying the right deals and showing the team exactly how to win them.

The GTM Maturity Audit

To see where the organization stands, ask these 3 questions:

1. **The New Hire Test:** If a new rep were hired today, could they leverage the specific win logic of the top 20% immediately, or would they start from zero?
2. **The Visibility Test:** Does leadership know for a fact the team is on the right accounts for this quarter, or is there a reliance on manual research?
3. **The Scale Test:** If the account list doubled tomorrow, could the team handle the research and strategy required, or would the quality of the pipe collapse?

The choice is clear: keep managing activity, or build an engine that creates revenue.

Run the GTM Maturity Audit. Then ask yourself, is your team equipped to win, or just equipped to work?

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