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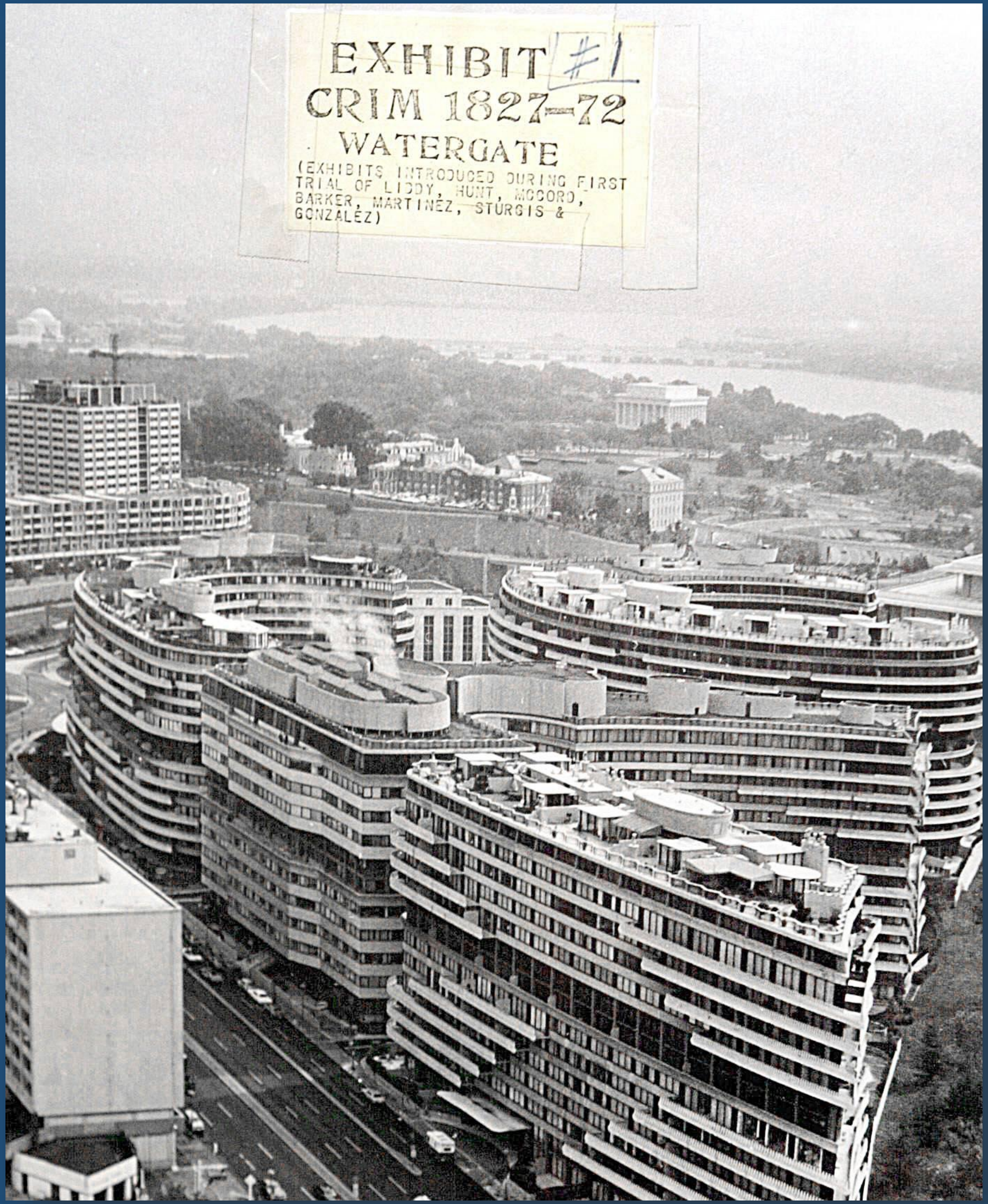
Doubling Down:

Win Where You Win

Aligning Your Go To Market Focus with the Market Investment Map



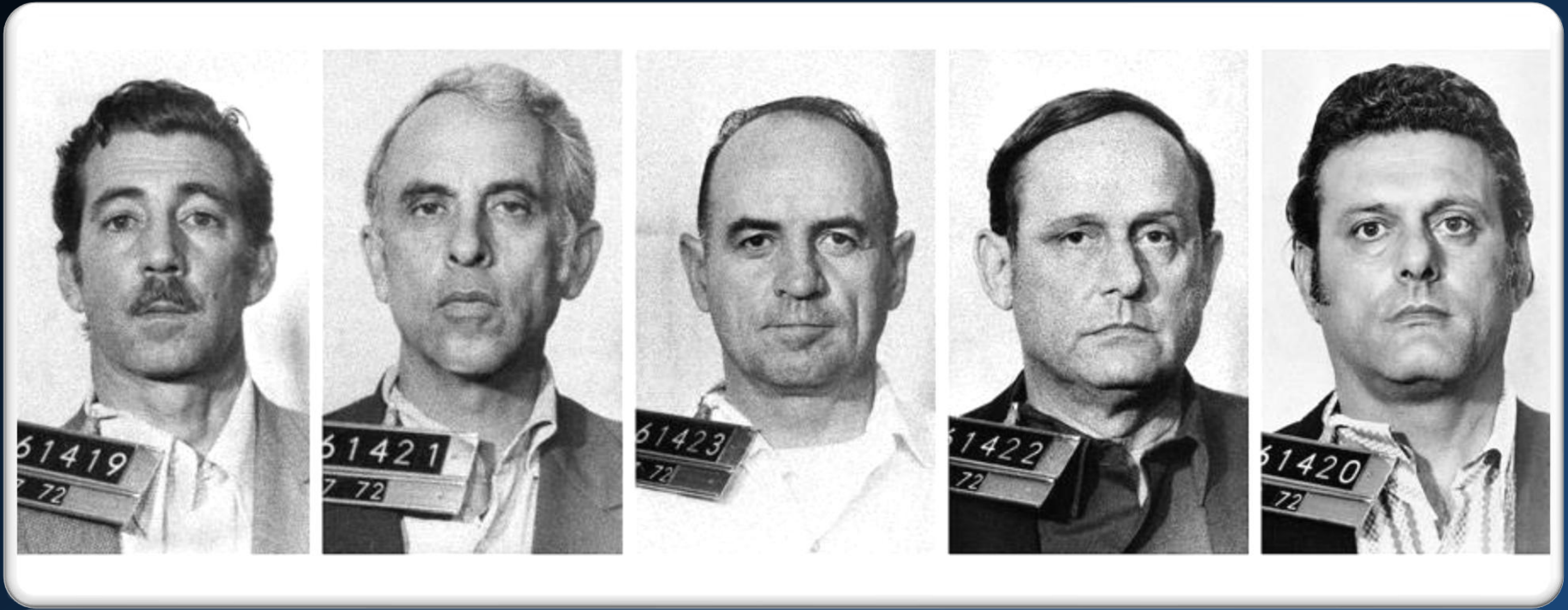
The Lessons of

Room 214

Imagine, it's the summer of 1972, The Rolling Stones were on everyone's radio (or 8 track player!), Gas was a mere 36 cents a gallon, and Richard Nixon was cruising toward a re-election.

Competitor obsessed vs. customer obsessed....

Competitor Obsessed vs. Customer Obsessed



Agenda

01 The “Water Gate” Trap

02 GTM Case Study Review (100X)

03 The Art Of Doubling Down

04 Creating Your GTM Investment Map

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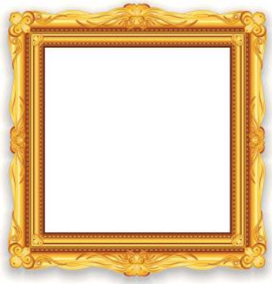
Doing too much but doing so little:

The “Water Gate” Trap

“The difference between successful people and really successful people is that really successful people say no to almost everything.”
- Warren Buffett

Chasing Squirrels

Chasing squirrels might feel productive — but it’s just motion without direction.



No Framework or Focus

If you don’t know where you’re going, any road will get you there.

Structure & Data-driven

In God we trust. All others must bring data.

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I've been there….

I Have Sold To Everyone

Did you Know?

Companies that narrow their focus to a specific niche and **double down on it** can see 5-10× higher conversion rates compared with a broad "serve everyone" approach.

My Target Market Is:

Anyone with employees!

My Sales Strategy:

Sales is a contact sport!

My Referral Strategy:

Everyone is working brokers … we should too!

Lesson:

Growth doesn't come from doing more…it comes from doing what works, more often.

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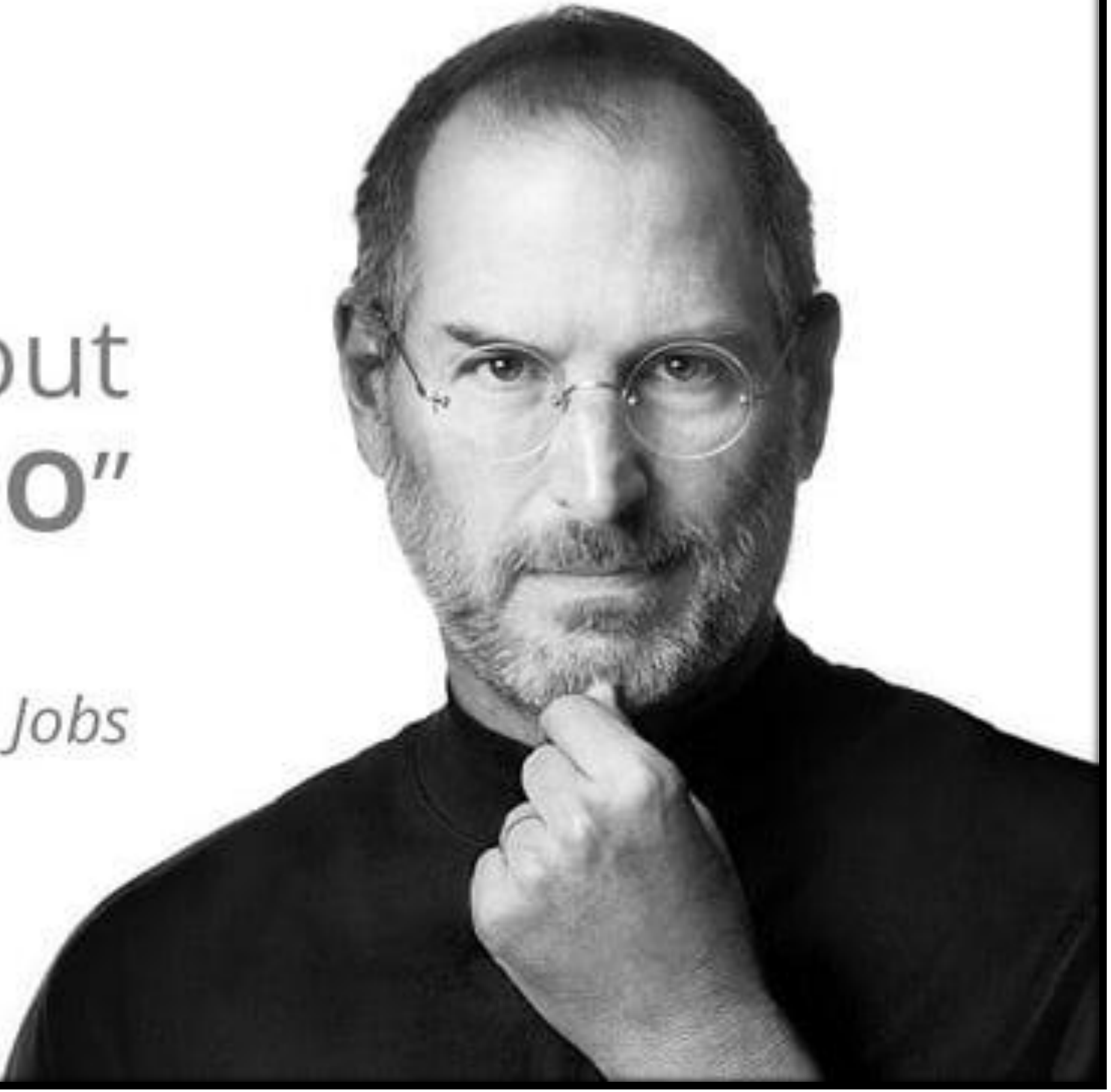
"Focusing is about saying **NO**"

- *Steve Jobs*



Case Study: The Problem

- MarTech company
- Growth stalled at $15M ARR
- 65% gross retention
- Two key segments (Ollie and Mary)
- Both segments were plagued with churn

	Ollie Owner	Mary Marketer	Agency
SEO	3	3	3
Blog	3	3	3
CMS	3	3	3
Email/Forms	1	5	5
Marketing Automation	1	5	5

$15M & Stalled

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Strategic shift:

Case Study: The Pivot

Mary = 5

Automated lead scoring is added, prioritizing the Mary Marketers of the world.

Product:

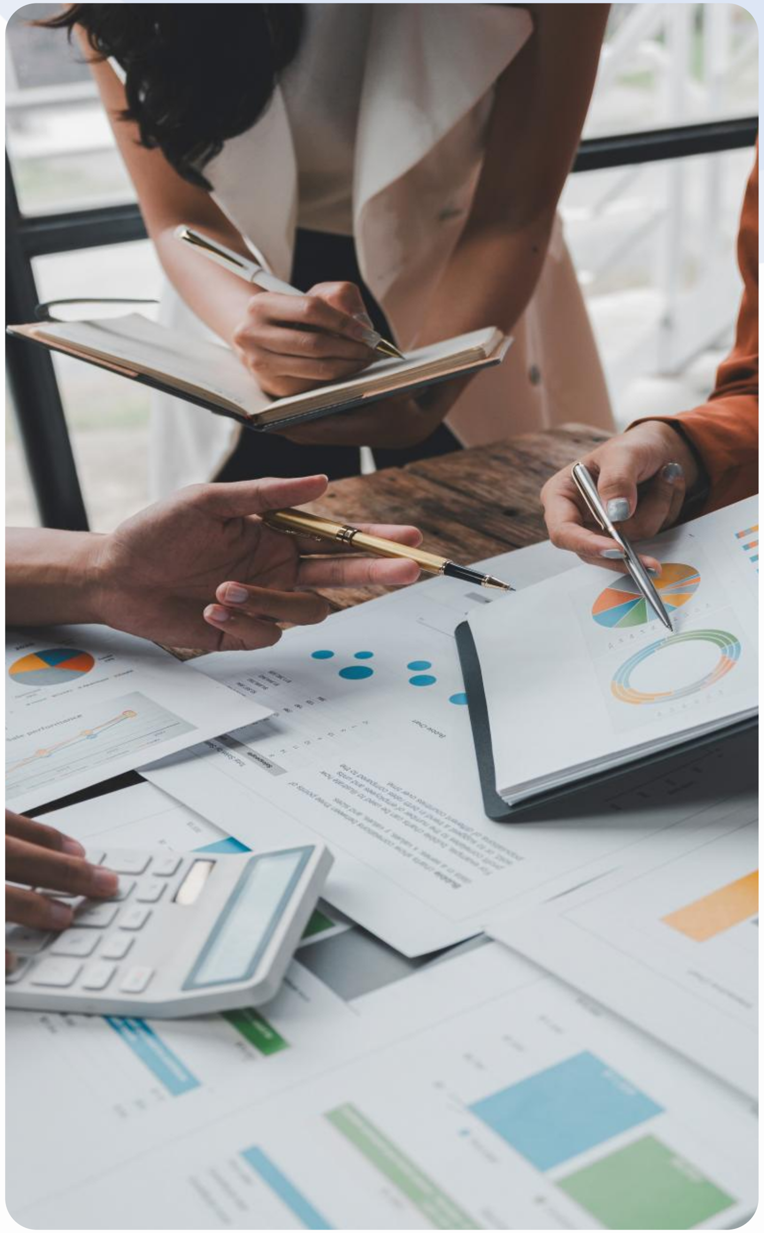
Build Tailored Features for Mary Marketers, including automation, lead scoring etc.

Ollie = 1

Automated lead scoring (internal) deprioritized the Ollie Owners of the world.

Go-To-Market Motions

Hard shift to outbound sales and partner-led motions (agencies). CAC went up 10% while LTV doubled.



Delivering monumental growth

Case Study: The Results

100X

Massive growth while maximizing the ROI on sales & marketing spend.

Optimization Fuels Growth

Simplified go-to-market by shifting to outbound, and away from 100% inbound.

Market Investment Map

- Implement Growth Sequencing
- Optimize GTM Investments
- Revenue-Aligned Roadmap

They simplified their go-to-market! Went from inbound only to hundreds of outbound sellers. Serving a single persona "Marketing" with the same product.

Results → $2B+, 6000 Employees, 140K Customers, Growing 30% YoY

	Before	After
Customer Retention	65%	82%
Net Revenue Retention	70%	100%
CAC	$10K	$11K
LTV	$25K	$52K
Reps	X	10x
Customers	3.8K	143K
Revenue	~$15M	$1.7B

	Hubspot			
	Ollie Owner (1-10 Employees)	Mary Marketer (10-1000)	Agency (60% of revenue)	International (120 Countries)
SEO	3	3	3	3
Blog	3	3	3	3
CMS	3	3	3	3
Email / forms	1	5	5	5
Marketing Automation		5	5	5

Doubling Down:

Case Study: Learnings

What If?

What could the results be if you doubled down?

- Customer satisfaction, retention, referrals, win rate
- 100X Revenue

- Return on investment?
- Increase in business value?

Optimization Fuels Growth

Simplified go-to-market by shifting to outbound, and away from 100% inbound.

Strategic growth:

Why does this matter?

Focus =

1. Ruthless Prioritization
2. Simplify Decision making
3. Eliminate Business Complexity
4. Maximize ROI on effort
5. Maximize ROI on investment

Learning:

"Complexity is the enemy of execution"

Who do you niche down with:

Finding your ICP

Industry

What industry do you win in?

Company Size

What size companies within that industry?

Technology

What technologies, within that industry, do you work the best with?

Buyer Persona

Which individual in that industry do you sell to?

What else?

What other factors can you consider to help identify the perfect ICP?

Owning Your Win Rate:

Finding your niche – win rates

Average Velocity

High School: 75-85

Most pitchers throw 75–85 mph; elite arms may reach 90+ but it’s rare.

Average Velocity

College: 85-90

Average fastball is 85–90 mph; top Division I arms regularly touch mid-90s.

Average Velocity

Pro: 90-100+

Starters average 93–94 mph; relievers often exceed 95; elite pitchers can reach 100+ mph.

Visualizing the trade-offs

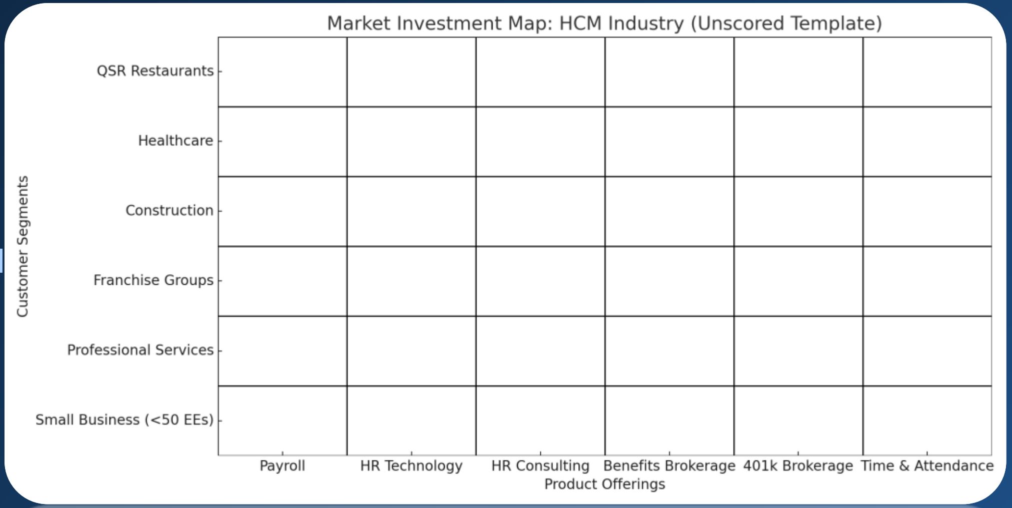
Exercise: Building Your GTM Investment Map

Target Segments (Y)

Score Each (1-3-5)

Offerings (X)

Find Clusters of 5's and gaps to improve



Exercise: Building Your GTM Investment Map

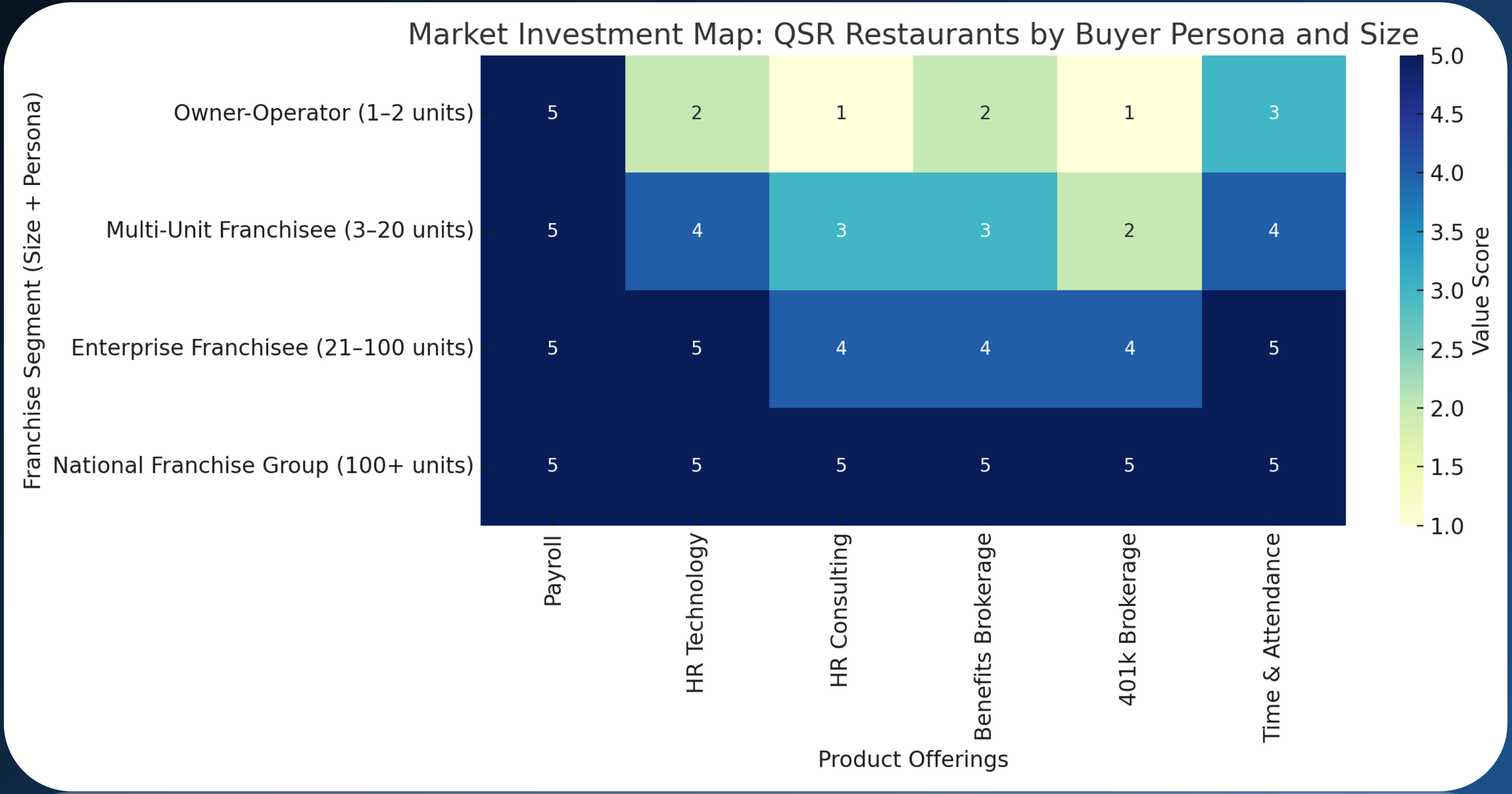
Align:

Refined Customer Segments with

Refined Product Offerings

Score each intersection (1, 3, 5)

Focus where **customers** see highest value



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What changed when we doubled down?

- Win rates went up
- Referrals increased
- Sales cycle got shorter
- Messaging got clearer

30%
Sales Headcount

355%
Bookings Volume

650,000+
Restaurant employees paid

10,000+
Restaurant locations

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Understanding where to start

Your 4-Step Niche Sprint

1. Complete GTM Map

2. Build ICP from Patterns
3. Build GTM Motions
4. Commit

“Speak like a native, not a tourist.”

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Next Move: Focused Growth