



Align to Accelerate

Scale Partner Growth
Unlock Profit

www.aligngrowth.co.uk



Alignment Starts at the Top

Internal silos, unclear roles, and a lack of upfront planning can derail even the best partner strategies.

Go-To-Market (GTM) alignment starts with leadership and extends across your ecosystem

Marketing & Sales may drive GTM but joined-up thinking must span:

- **Internal stakeholders:** Alliances, Partner Teams, Customer Success, Product, RevOps, Finance ...
- **External stakeholders:** Your PARTNERS!

Executive sponsorship is the foundation of any successful GTM engine.

Misalignment is Costly!

Disconnected GTM efforts lead to wasted resources and missed revenue opportunities:

- 67% higher deal close rates*
- 209% more ROI from marketing*
- 36% higher customer retention**

When teams operate in silos,
revenue gaps emerge.

* Marketo 2022,
** Aberdeen 2023

Why Ecosystem GTM Fails

Partner-led revenue stalls when there's no clear direction.

Common breakdowns:

- ❌ Misaligned goals or KPIs
- ❌ Blurred functional roles
- ❌ No accountability
- ❌ Siloed systems, poor data
- ❌ Weak strategy or planning
- ❌ Limited feedback and team comms

Add partner complexity,
and it can unravel fast.

The Unified GTM Blueprint

5 critical elements of a high performing, aligned ecosystem:

- ✓ Executive sponsorship
- ✓ Defined cross-functional + partner roles
- ✓ Joint strategy and KPIs
- ✓ Integrated data and GTM process handoffs
- ✓ Feedback loops for continuous improvement

Clarity drives repeatability.
Repeatability drives growth.

Key Enablers

Alliance & Marketing Leads

- Orchestrate internal alignment and drive GTM execution

RevOps/Operations

- Integrate data, tech, and process across functions

Partner Leaders

- Build trust and deliver value through external collaboration with partners

By 2025, 75% of high-growth organisations will adopt RevOps to scale GTM*

Alignment requires orchestration.

True Alignment = Real Impact

The business case is clear:

- ✓ +19% revenue velocity*
- ✓ +15% profitability*
- ✓ +36% customer retention**
- ✓ +20% sales productivity***

Aligned ecosystems scale faster
and smarter.

* Forrester 2024

** Aberdeen

*** BCG

Align to Accelerate Partner Growth & Profit.

Establish repeatable GTM planning frameworks.
Lead with strategy, structure, and a revenue-first mindset.

- Plan together
- Execute with clarity
- Iterate for growth

Let's connect

Visit: www.aligngrowth.co.uk
DM: 'Align GTM' (neela@aligngrowth.co.uk)