PAGE 1 — HOME

Brand: GTM360 — Revenue OS

A. GLOBAL LAYOUT & NAVIGATION (MANDATORY)

Header / Top Menu (Desktop)

Structure (horizontal, no sidebar):

[GTM360 logo]   Problems We Solve   How We Work   Cases & Insights
Partners   About   [Contact]

Rules

- Logo: left-aligned

- Navigation: right-aligned

- "Contact": text button or subtle outline (not filled)

- Header becomes **sticky only after first scroll**

- Sticky version reduces height by ~30%

Do NOT

- Use a sidebar

- Add icons to menu items

- Animate the header

Mobile Navigation

- Hamburger menu

- Order:

  1. Problems We Solve

  2. How We Work

  3. Cases & Insights

  4. About

  5. Partners

  6. Contact

B. COLOR SCHEMA (LOCKED)

Use the logo as the anchor. Everything else is restrained.

Primary

- **Deep Indigo / Blue** (from logo) — headings, key accents

- **White** — dominant background

Secondary

- **Soft Neutral Grey (#F6F7F9 range)** — section separators

- **Charcoal / Near-black** — body text

Accent (very sparingly)

- Muted violet/blue gradient ONLY for:

  - GTM Operating Model diagram

  - Section dividers (thin lines)

Avoid

- Bright colors

- Loud gradients

- "Growth green"

- Dashboard-style colors

C. TYPOGRAPHY (GUIDANCE, NOT BRAND-LOCKING)

- **Headlines:** Modern sans-serif, medium-to-bold weight

- **Body:** Neutral sans-serif, high readability

- **No playful fonts**

- **Generous line height**

Tone = calm, architectural, senior.

D. HOME PAGE CONTENT — SECTION BY SECTION

BLOCK 1 — HERO

Purpose
Immediate recognition + positioning. No fluff.

Copy

H1
When growth stalls, the problem is rarely effort.
It's the GTM operating model.

Sub-head
GTM360 helps leadership teams fix the decision systems that convert go-to-market effort into revenue.

Descriptor (small text)
GTM360 — Revenue OS

Primary CTA
Explore the GTM Operating Model →

Secondary CTA (text link)
See real cases →

Visual / Design

- Large white space

- Logo appears **only in header**

- Abstract system visual:

    - Inputs → Decision System → Outcomes

- No funnels, charts, or metrics

Links

- Primary CTA → *Problems We Solve*

- Secondary CTA → *Cases & Insights*

BLOCK 2 — MISDIAGNOSIS (SHORT + SHARP)

Purpose
Create "this is us" moment.

Copy

Title
Most stalled growth is misdiagnosed.

Body
When growth slows, companies respond predictably:
more pipeline, more tools, more activity, more inspection.

Teams stay busy. Dashboards fill up.
Outcomes don't compound.

In most cases, the issue isn't talent or effort.
 It's that the GTM system is quietly enforcing the wrong decisions.

Visual

- Two-column contrast:

    - Left: Activity, tools, dashboards

    - Right: Decisions, execution flow, enforcement

Design Note

- Keep this tight

- No cards, no boxes

BLOCK 3 — FAILURE PATTERNS (COMPACT GRID)

Purpose
 Relatability without drama.

Copy

Title
 What this looks like inside real companies

Grid bullets

- Busy everywhere, breakthrough nowhere

- Pipeline exists, conversion weakens

- Deals stall late "without a clear reason"

- Forecasts explain the past, not guide action

- Leaders disagree on what's actually wrong

- AI and tools add noise, not leverage

Visual

- 2×3 grid

- Text-first, minimal icons optional

BLOCK 4 — GTM OPERATING MODEL (THE SPINE)

Purpose
Introduce the core idea, not explain it fully.

Copy

Title
Go-to-market is an operating model — not a set of functions.

Body
Growth is governed by a system:
how focus is set, how decisions propagate, how execution flows, and how leaders see what matters in time to act.

When that system degrades, effort stops converting into outcomes — no matter how hard teams push.

GTM360 exists to fix that layer.

Inline CTA
Understand the GTM Operating Model →

Visual

- Simple 4-part loop or layered diagram:

    ○ Focus

    ○ Alignment

    ○ Execution

    ○ Visibility

Design Rule

- This diagram becomes reusable across the site

Link

- → *Problems We Solve*

BLOCK 5 — WHAT CHANGES (OUTCOMES, NO HYPE)

Purpose
Reassurance without overpromising.

Copy

Title
What changes when the system is fixed

Bullets

- Clearer priorities and fewer competing initiatives

- Stronger decision quality across the funnel

- Faster execution with fewer late-stage surprises

- Improved predictability in revenue outcomes

- Leadership confidence and control restored

Note (small text)
Not overnight. Not all at once. But measurably.

Visual

- Before / After comparison

- Abstract (noise → clarity), not metrics

BLOCK 6 — CASE HIGHLIGHTS (EDITORIAL CARDS)

Purpose
Proof of judgment.

Copy

Title
Seen this before. Fixed it without breaking what worked.

Case cards (3–4)
Each card:

- **Symptom:** Growth slowed despite rising activity

- **Reality:** Decision decay across the GTM system

- **Outcome:** Restored focus, improved conversion, regained confidence

CTA
Explore cases & insights →

Visual

- Editorial card layout

- No client logos

- No numbers

Link

- → *Cases & Insights*

BLOCK 7 — WHO THIS IS FOR / NOT FOR (FILTER)

Purpose
Pre-qualify and build trust.

Copy

Title
Who we work with

Left — This is for you if

- Growth has slowed for structural reasons

- You suspect the system, not the people

- You want clarity before adding more effort

Right — This is not for you if

- You're looking for a lead-gen vendor

- You want a quick tool rollout

- You're seeking a transformation program

Visual

- Simple two-column layout

- No icons required

BLOCK 8 — FINAL CTA (CALM CLOSE)

Purpose
Invite conversation without pressure.

Copy

Headline
Fix the system before adding more force.

Body
The first conversation is diagnostic.
No pitch. No framework. No obligation.

Primary CTA
Start a conversation →

Secondary CTA
How we work →

Visual

- Open, quiet space

- No background imagery

E. FOOTER (GLOBAL)

- GTM360 — Revenue OS

- Navigation links (same as header)

- Minimal copyright

- No social clutter

F. COMMON DESIGN WARNINGS (IMPORTANT)

❌ Do NOT:

- Use funnels, charts, or "growth" metaphors

- Overuse arrows or loops

- Animate excessively

- Turn this into a SaaS landing page

✅ DO:

- Use white space

- Let copy lead

- Keep everything calm and intentional

PAGE 2 — PROBLEMS WE SOLVE

Subtitle: The GTM Operating Model
Brand: GTM360 — Revenue OS

A. PAGE INTENT (NON-NEGOTIABLE)

This page must:

1. Make invisible GTM failures **explicit and nameable**

2. Reframe "symptoms" into **system constraints**

3. Show **where** you intervene (pressure points)

4. Avoid sounding like a transformation or services menu

If a CEO reads only this page, they should think:

> "This explains why our effort isn't converting — and it doesn't blame people."

B. PAGE STRUCTURE (TOP → BOTTOM)

BLOCK 1 — PAGE INTRO (ORIENTATION)

Purpose
Set context: this is not a list of services; it's a system diagnosis.

Copy (Final)

H1
The problems we solve are rarely the ones companies think they have.

Body
When growth slows, symptoms show up everywhere — pipeline, win rates, cycle time, forecasts, execution quality.

Most teams respond by fixing what's visible.
We focus on what's structural.

At GTM360, we work on the **GTM operating model** — the system that governs how focus is set, how decisions propagate, how execution flows, and how leaders see what matters in time to act.

BLOCK 2 — WHAT A GTM OPERATING MODEL IS (CLARITY)

Purpose
 Define the concept cleanly, without jargon.

Copy (Final)

Section Title
 What we mean by a GTM operating model

Body
 A GTM operating model is not your org chart, tools, or sales methodology.

It is the system that determines:

- what the organization focuses on

- how decisions are made and enforced

- how work moves across functions

- how leaders gain visibility early enough to intervene

When this system works, effort compounds.
 When it degrades, activity increases and outcomes stall.

Visual / Graphic
 Simple system schematic:

Inputs (Markets, Customers, Signals)
→ **GTM Operating Model**
→ Outcomes (Revenue, Predictability, Confidence)

Designer Notes

- Keep abstract

- No funnels or stage charts

BLOCK 3 — THE FOUR LAYERS (CORE FRAMEWORK)

Purpose
Introduce your canonical model. This is reused everywhere.

Copy (Final)

Section Title
The four layers that determine GTM performance

Layer 1 — Focus

What the organization is truly oriented around — not what it says it prioritizes.

When focus breaks:

- teams chase too many segments

- ICP drifts quietly

- resources spread thin without leverage

Layer 2 — Alignment

How decisions and priorities propagate across functions.

When alignment breaks:

- marketing, sales, product, and CS optimize locally

- handoffs create friction

- leaders disagree on root causes

Layer 3 — Execution

How work actually moves — or leaks — through the system.

When execution breaks:

- deals stall late

- cycles stretch unpredictably

- teams do more work for diminishing returns
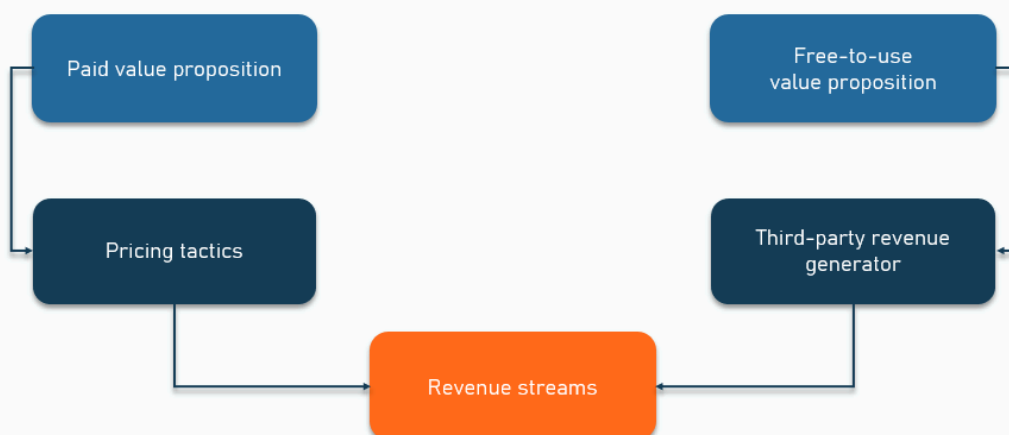

Layer 4 — Visibility

What leaders can see, understand, and act on in time.

When visibility breaks:

- dashboards explain the past

- risks surface too late

- decisions get revisited instead of enforced

Who Target Audience

What Product or Service

When Timing

GTM Go-to-Market

Why Brand Positioning

How Marketing & Sales Plan

Where Target Markets

REVENUE MODEL CHOICE FRAMEWORK

Paid value proposition

Free-to-use value proposition

Pricing tactics

Third-party revenue generator

Revenue streams

altexsoft

Designer Notes

- Present as a clean 2×2 grid or circular system

- This visual becomes a shared asset across the site

BLOCK 4 — COMMON FAILURE PATTERNS (RELATABLE ENTRY)

Purpose
Translate system failures into lived experience.

Copy (Final)

Section Title
 How GTM operating model failures show up

Pattern list (no numbers, no drama):

- Growth slows despite rising activity

- Pipeline exists, but conversion weakens

- Deals stall late without clear blockers

- Forecasts fluctuate quarter to quarter

- Leaders debate explanations instead of actions

- New tools and AI amplify noise, not clarity

Transition line:
 These are not isolated issues. They are symptoms of the same underlying system decay.

Visual

- Simple stacked list

- No icons required

BLOCK 5 — WHERE WE INTERVENE (PRESSURE POINTS)

Purpose
 Answer the skeptic question: *"What do you actually change?"*

Copy (Final)

Section Title
 Where we intervene — and where we don't

Intro
 We do not overhaul everything.
 We identify and fix the few pressure points that restore leverage across the system.

Intervention areas (examples):

- How stage progression decisions are made

- How buying groups are identified and engaged

- How champions are enabled to sell internally

- How value and risk are surfaced early

- How execution is governed and inspected

What we avoid:

- re-orgs

- blanket process rollouts

- generic enablement

- tool-led fixes without system clarity

Visual

- Highlighted nodes on the operating model diagram

- Subtle emphasis, not animation

BLOCK 6 — AI & TOOLS (POSITIONING, NOT SALES)

Purpose
Address AI pressure head-on, without hype.

Copy (Final)

Section Title
Our view on AI and tools

Body
AI and tools do not fix GTM systems.
They amplify them.

When the operating model is unclear, automation magnifies noise, accelerates bad decisions, and creates false confidence.

We work with teams to:

- identify where intelligence actually matters

- fix decision clarity first

- apply automation only where it increases leverage

This is why AI is a second-order intervention in our work — not the starting point.

Visual

- Simple before/after contrast:

  - Automation without clarity → noise

  - Automation with clarity → leverage

BLOCK 7 — PROBLEMS → PROOF (BACKLINKING)

Purpose
 Route readers to evidence without repeating content.

Copy (Final)

Section Title
 How this shows up in real engagements

Short links or cards:

- Growth slowdown misdiagnosed as pipeline problem

- "Lead gen issue" that turned out to be decision decay

- Forecast volatility caused by weak execution governance

- AI mandate that required system redesign first

CTA
Explore cases & insights →

Links

- → *Cases & Insights*

BLOCK 8 — CTA (CALM, DIAGNOSTIC)

Purpose
 Invite next step without pressure.

Copy (Final)

Headline
 If these patterns feel familiar, start with the system.

Body
 The first conversation focuses on diagnosis — not solutions.
 We map what's breaking, what's working, and where intervention actually matters.

Primary CTA
 Start a diagnostic conversation →

Secondary CTA
 How we work →

C. DESIGN & UX RULES (FOR DESIGNER)

❌ Do NOT:

- Turn this into a services menu

- Use sales funnels or stage charts

- Over-illustrate

✅ DO:

- Reuse the operating model visual consistently

- Keep typography calm and spacious

- Let copy lead visuals

D. BACKLINK MAP (ENFORCE)

- Links **to**:

    - How We Work

    - Cases & Insights

    - Contact

- Links **from**:

    - Home

    - Cases & Insights

PAGE 3 — HOW WE WORK

Subtitle: Our Planning Cycle & Engagement Model
 Brand: GTM360 — Revenue OS

A. PAGE INTENT (NON-NEGOTIABLE)

This page must:

1. Remove fear of disruption, re-orgs, and consulting theater

2. Explain *how* you engage without oversharing tactics

3. Reinforce your **decision-centric, system-first** approach

4. Set clear expectations for what working with you feels like

If this page is read alone, the reader should conclude:

"This is disciplined, collaborative, and low-drama."

B. PAGE STRUCTURE (TOP → BOTTOM)

BLOCK 1 — ORIENTATION (SET THE TONE)

Purpose
Position the engagement as calm, focused, and leader-safe.

Copy (Final)

H1
How we work is as important as what we fix.

Body
When growth stalls, organizations don't need more activity.
They need clarity — about what's broken, what's working, and what to change first.

Our work is designed to bring that clarity without disrupting what already works.
No theatrics. No mass change programs. No unnecessary complexity.

Visual / Design

- Clean opening

- No graphics

- White space and typography do the work

BLOCK 2 — OUR CORE BELIEF (ANCHOR)

Purpose
Explain *why* your approach exists.

Copy (Final)

Section Title
Our belief

Body
 Most GTM problems persist not because teams don't work hard,
 but because the system does not reliably surface the right information,
 enable the right decisions, or enforce them consistently.

We focus on fixing the **system around decisions** — so execution improves naturally.

Visual

- Short callout or highlighted text block

- Minimal styling

BLOCK 3 — THE PLANNING CYCLE (CANONICAL)

Purpose
 Introduce your proprietary (but intuitive) planning cycle.

Copy (Final)

Section Title
 Our planning cycle

Intro line
 Every engagement follows the same simple logic.

The cycle (exact wording):

1. **Where are we right now?**
    Establish a shared, objective view of reality.

2. **What got us here?**
    Understand which decisions, assumptions, and constraints shaped current outcomes.

3. **Where do we want to go?**
    Define the next state with focus — not ambition overload.

4. **How do we get there?**
    Identify the few system changes that will create leverage.

5. **Are we getting there?**
    Put governance in place to inspect, reinforce, and course-correct.

Closing line
This cycle keeps work grounded, focused, and repeatable.

Visual / Graphic

- Clean 5-step loop or circular flow

- No arrows flying everywhere

- This visual should be reusable in decks and cases

Designer Notes

- This is a *core asset*

- Keep it simple and durable

BLOCK 4 — HOW DIAGNOSIS ACTUALLY WORKS (CLARITY)

Purpose
Show rigor without exposing tools or playbooks.

Copy (Final)

Section Title
How we diagnose

Body
We don't start with solutions.
We start by understanding how decisions are currently made and enforced.

This typically includes:

- leadership conversations across functions

- review of GTM signals, rhythms, and artifacts

- pressure-testing assumptions behind stalled outcomes

The goal is not analysis for its own sake,
but to surface where the system is quietly constraining progress.

- Simple "inputs → insight → constraints" schematic

- Abstract, not tactical

BLOCK 5 — HOW CHANGES ARE DESIGNED (CO-CREATION)

Purpose
Reduce fear of top-down imposition.

Copy (Final)

Section Title
How changes are designed

Body
We don't impose frameworks or replace teams.

Interventions are:

- co-designed with leaders and operators

- targeted to specific pressure points

- sequenced to avoid disruption

We focus on changing **how decisions flow through the system**,
not adding new layers of process.

Visual

- System diagram with a few highlighted nodes

- Subtle emphasis only

BLOCK 6 — HOW CHANGES STICK (GOVERNANCE)

Purpose
 Explain why this isn't a one-off exercise.

Copy (Final)

Section Title
 How changes stick

Body
 Most GTM fixes fail not in design, but in reinforcement.

We help teams put in place:

- clear decision ownership

- inspection rhythms that surface issues early

- governance that reinforces focus over time

This is how improvements persist — without constant external involvement.

Visual

- Light timeline or loop:
  Design → Execute → Inspect → Adjust

BLOCK 7 — WHAT WE AVOID (TRUST BUILDER)

Purpose
 Explicitly rule out common fears.

Copy (Final)

Section Title
 What we deliberately avoid

Bulleted list

- re-orgs and large-scale transformations

- generic playbooks or methodologies

- activity inflation disguised as progress

- tool-led fixes without system clarity

Closing line
If those are the outcomes you're looking for, we're not the right partner.

Visual

- Simple list

- No icons needed

BLOCK 8 — WHAT IT FEELS LIKE TO WORK WITH US

Purpose
Humanize the engagement without testimonials.

Copy (Final)

Section Title
What working together feels like

Bullets

- focused, not frantic

- structured, not bureaucratic

- collaborative, not prescriptive

- honest about trade-offs

Visual

- Text-first

- Plenty of spacing

BLOCK 9 — ROUTING TO PROOF

Purpose
Connect method → evidence.

Copy (Final)

Section Title
See how this approach plays out in practice

CTA
Explore cases & insights →

Links

- → *Cases & Insights*

BLOCK 10 — CTA (LOW PRESSURE)

Purpose
Invite conversation calmly.

Copy (Final)

Headline
Start with clarity, not commitment.

Body
The first conversation is about understanding the system —
not pitching solutions.

Primary CTA
Start a diagnostic conversation →

Secondary CTA
Problems we solve →

C. DESIGN & UX RULES (FOR DESIGNER)

❌ Do NOT:

- Turn this into a step-by-step process diagram

- Add timelines with fixed durations

- Use consulting jargon or icons

✅ DO:

- Keep visuals abstract and reusable

- Maintain calm spacing

- Let copy carry authority

D. BACKLINK MAP (ENFORCE)

- Links **to**:

    - Problems We Solve

    - Cases & Insights

    - Contact

- Links **from**:

    - Home

    - Problems We Solve

    - About / Ethos

PAGE 4 — CASES & INSIGHTS

Subtitle: Proof from Real Operating Environments
Brand: GTM360 — Revenue OS

A. PAGE INTENT (NON-NEGOTIABLE)

This page must:

1. Prove you've **seen these problems repeatedly**

2. Show **how thinking and execution are inseparable**

3. Demonstrate **diagnostic depth**, not outcomes theater

4. Allow readers to self-select into relevance

If a CEO spends 3–5 minutes here, they should think:

> "They understand why these problems happen — not just what to do."

B. PAGE STRUCTURE (TOP → BOTTOM)

BLOCK 1 — PAGE FRAMING (SET EXPECTATIONS)

Purpose
Reframe "cases" and "insights" away from marketing content.

Copy (Final)

H1
Cases and insights from real GTM systems

Body
These are not success stories or thought leadership pieces.

They are accounts of how GTM problems were misdiagnosed,
what was actually broken in the operating model,
and how targeted system changes restored momentum.

Insights and cases live together here because they inform each other.
Thinking without execution is incomplete. Execution without thinking is fragile.

Visual / Design

- Calm opening

- No cards yet

- Let this read like an editorial preface

BLOCK 2 — HOW TO READ THIS PAGE (OPTIONAL BUT RECOMMENDED)

Purpose
Help readers navigate without filters or clutter.

Copy (Final)

Section Title
How to use this page

Bullets

- Start with a case that looks familiar

- Follow the links back to the GTM operating model

- Use the insights to understand *why* the issue occurred

Closing line
Each case maps back to one or more layers of the GTM operating model.

Visual

- Minimal callout box or divider

- No icons needed

BLOCK 3 — CASE STUDIES (PRIMARY CONTENT)

Purpose
Demonstrate pattern recognition and intervention quality.

CASE CARD TEMPLATE (STANDARD)

Each case card must include:

Card Header

- **Context:** (e.g., "$20M B2B SaaS", "Enterprise-led GTM", "Industrial / Healthtech / Services")

Symptom (What they thought was wrong)
Short, concrete description.

Reality (What was actually broken)
Mapped to operating model layer(s).

Intervention (What changed)
Pressure points addressed — not tactics.

Outcome (What shifted)
Directional, not numerical.

CASE CARDS (EXAMPLES — FINAL COPY)

Case 1 — Growth slowdown misdiagnosed as pipeline issue

- **Context:** $20M B2B SaaS, enterprise-led sales

- **Symptom:** Growth slowed despite rising activity and pipeline

- **Reality:** Decision decay across focus and execution layers

- **Intervention:** Re-anchored ICP focus, redefined stage decisions, reinforced execution governance

- **Outcome:** Improved conversion quality, clearer priorities, restored leadership confidence

Links:
→ Related problem: *Decision decay in execution*
→ How we worked

Case 2 — "Lead generation problem" that wasn't

- **Context:** Mid-market B2B SaaS, outbound-heavy motion

- **Symptom:** Low response rates despite new tools and higher volume

- **Reality:** Weak customer cohorting and generic value articulation

- **Intervention:** Rebuilt customer cohorts beyond industry, redesigned messaging around cohort-specific outcomes, aligned KPIs to buyer value

- **Outcome:** Fewer campaigns, higher signal quality, improved downstream conversion

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Case 3 — Forecast volatility in a scaled GTM org

- **Context:** Global enterprise GTM organization

- **Symptom:** Forecasts changed materially late in the quarter

- **Reality:** Visibility layer lagged execution reality; inspection was backward-looking

- **Intervention:** Redesigned inspection cadence and decision checkpoints tied to buyer risk

- **Outcome:** Earlier risk surfacing, improved predictability, reduced last-minute escalations

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Case 4 — AI mandate from the board

- **Context:** High-growth SaaS company under board pressure to "use AI"

- **Symptom:** Multiple AI pilots with no material impact

- **Reality:** Core GTM decision system was unclear; automation amplified noise

- **Intervention:** Identified where intelligence mattered, fixed decision clarity first, applied AI selectively

- **Outcome:** Fewer initiatives, clearer leverage points, meaningful productivity gains

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Designer Notes

- Use **uniform card layout**

- No logos

- No metrics

- Editorial tone

BLOCK 4 — INSIGHTS / POV (SECONDARY, SUPPORTING)

Purpose
 Demonstrate depth of thinking without blog sprawl.

INSIGHT CARD TEMPLATE

Each insight card includes:

- Title (problem-led)

- 1–2 line description

- Link to full article or PDF

INSIGHT EXAMPLES (FINAL TITLES)

- **Why B2B deals actually close — and why most teams misread it**

- **Decision decay: the silent killer of GTM performance**

- **Why AI fails when the GTM operating model is broken**

- **Forecast accuracy is an execution problem, not a modeling problem**

Link note:
 Each insight links back to:

- relevant operating model layer

- at least one case above

Visual

- Distinct from case cards (lighter weight)

- Text-first, editorial feel

BLOCK 5 — CROSS-LINKING TO CORE PAGES

Purpose
Reinforce coherence of the site.

Copy (Final)

Section Title
Explore the system behind the cases

CTAs

- Understand the GTM Operating Model →

- How we work →

BLOCK 6 — CTA (CALM, DIAGNOSTIC)

Purpose
Invite conversation without pressure.

Copy (Final)

Headline
If a few of these feel uncomfortably familiar, start with a diagnosis.

Body
The first conversation focuses on understanding where the system is constraining progress — not selling solutions.

Primary CTA
Start a diagnostic conversation →

C. DESIGN & UX RULES (FOR DESIGNER)

❌ Do NOT:

- Turn this into a blog feed

- Add filters or tags initially

- Use client logos or metrics

- Over-emphasize "results"

✅ DO:

- Keep editorial tone

- Use consistent card layouts

- Let cases dominate over insights

- Preserve white space

D. BACKLINK MAP (ENFORCE)

- Each case links **back to**:

  - Problems We Solve (mapped layer)

  - How We Work

- Insights link **back to**:

  - Problems We Solve

  - Relevant case(s)

- Page links **forward to**:

  - Contact

PAGE 5 — ABOUT / ETHOS

Subtitle: Why GTM360 Exists
Brand: GTM360 — Revenue OS

A. PAGE INTENT (NON-NEGOTIABLE)

This page must:

1. Explain **why this firm exists** (not how it sells)

2. Establish **founder credibility without ego**

3. Signal **team depth without naming individuals**

4. Make the firm's **belief system explicit**

5. Reinforce alignment with Pages 1–4

If a CEO reads only this page, they should think:

> "This is a serious operating partner with real scars and judgment."

B. PAGE STRUCTURE (TOP → BOTTOM)

BLOCK 1 — ORIENTATION (WHY WE EXIST)

Purpose
State the firm's reason for being, not its services.

Copy (Final)

H1
Why GTM360 exists

Body
GTM360 was built to solve a specific and recurring problem:
growth stalls not because teams stop trying, but because the go-to-market system stops converting effort into outcomes.

In these moments, organizations often add activity, tools, and oversight.
 What's usually required instead is a correction to the operating model that governs focus, decisions, and execution.

That is the layer we work on.

Visual / Design

- Clean opening

- No imagery

- Let the copy breathe

BLOCK 2 — OUR PERSPECTIVE (DOCTRINE)

Purpose
 Make your worldview explicit.

Copy (Final)

Section Title
 Our perspective on growth

Body
 We view go-to-market as an operating model — not a collection of functions.

A system that determines:

- where attention and investment are enforced

- how decisions propagate across the organization

- how execution flows — or leaks

- how leaders see what matters in time to act

When this system works, growth compounds.
 When it degrades, effort increases and confidence erodes.

Our work is designed to restore leverage at the system level.

Visual

- Reuse the GTM Operating Model visual lightly (smaller than on Page 2)

BLOCK 3 — FOUNDER (CREDIBILITY WITHOUT BIO SPRAWL)

Purpose
Establish authority quietly and credibly.

Copy (Final)

Section Title
Founder

Body
GTM360 is led by a seasoned GTM operator with over 25 years of experience building and scaling businesses across the US, India, and global markets.

His career spans brand-led growth, startup creation, and large-scale operating environments. He began in brand management at Pepsi, helped build one of India's early successful edtech startups, and later worked across consulting and operating roles at Deloitte, Amazon.com, Dell, and AWS — gaining first-hand exposure to how growth systems are designed, scaled, and governed.

At AWS, he was among the early leaders responsible for building revenue operations infrastructure to support global scale, focusing on GTM operating systems, planning rhythms, and decision frameworks. In subsequent roles at high-growth companies including Innovapptive, Aequi, and Heptaverse, he applied those principles in founder-led and scale-up environments where clarity of focus and execution discipline directly determined outcomes.

He holds an MBA from Indiana University.

Visual / Design

- Text-first

- Optional subtle timeline (career arc, not dates)

- No headshots required

BLOCK 4 — THE TEAM BEHIND THE WORK

Purpose
 Signal capability and depth without individuals.

Copy (Final)

Section Title
 The team behind the work

Body
 GTM360 is supported by a focused team of analysts and functional experts who have operated inside both early-stage startups and large, high-growth organizations.

The team brings hands-on experience across:

- go-to-market strategy and execution

- demand generation and sales operations

- revenue analytics and forecasting

- customer lifecycle and expansion

- AI-enabled GTM systems and automation

This combination allows GTM360 to move fluidly between diagnosis and execution — grounded in real operating environments, not theory.

Visual

- Abstract "team as system" illustration

- No people imagery

BLOCK 5 — HOW WE SHOW UP (ENGAGEMENT ETHOS)

Purpose
 Set expectations for working style.

Copy (Final)

Section Title
 How we show up

Bullets

- as operating partners, not advisors

- focused on clarity, not activity

- collaborative, not prescriptive

- disciplined, not bureaucratic

Closing line
 Our goal is to help leadership teams regain control without creating disruption.

Visual

- Minimal

- Text emphasis only

BLOCK 6 — WHAT WE BELIEVE (PRINCIPLES)

Purpose
 Codify doctrine in a memorable way.

Copy (Final)

Section Title
 What we believe

Principles

- Most growth problems are system problems

- Decisions matter more than activity

- Tools amplify systems; they don't fix them

- Focus creates leverage; force creates noise

- Sustainable growth requires governance, not heroics

Visual

- Clean list

- Light divider lines

BLOCK 7 — ROUTING BACK TO THE CORE

Purpose
Tie ethos back to action.

Copy (Final)

Section Title
See how this perspective translates into action

CTAs

- Problems we solve →

- How we work →

BLOCK 8 — CTA (LOW-PRESSURE CLOSE)

Purpose
Invite conversation without selling.

Copy (Final)

Headline
If this perspective resonates, start with a conversation.

Body
We begin with understanding the system — not pitching solutions.

Primary CTA
Start a diagnostic conversation →

C. DESIGN & UX RULES (FOR DESIGNER)

❌ Do NOT:

- Turn this into a resume page

- Add testimonials or logos

- Overuse timelines or milestones

- Introduce new frameworks here

✅ DO:

- Keep typography calm and spacious

- Let the narrative feel inevitable

- Maintain visual restraint

D. BACKLINK MAP (ENFORCE)

- Links **to**:

    - Problems We Solve

    - How We Work

    - Contact

- Links **from**:

    - Home

    - How We Work

PAGE 6 — PARTNERS

Subtitle: The Ecosystem We Work Within
 Brand: GTM360 — Revenue OS

A. PAGE INTENT (NON-NEGOTIABLE)

This page must:

1.   Signal that you understand the **modern GTM tech and data ecosystem**

2.   Make it clear you are **tool-agnostic**

3.   Reinforce that **systems come before software**

4.   Build confidence with buyers who already have (or are considering) these tools

If a CRO reads this page, they should think:

> "They won't push tools, but they clearly know how these systems actually work."

B. PAGE STRUCTURE (TOP → BOTTOM)

BLOCK 1 — ORIENTATION (SET EXPECTATIONS)

Purpose
 Frame partners as enablers, not the product.

Copy (Final)

H1
 Tools don't create leverage. Systems do.

Body
 We don't sell software, resell licenses, or push preferred vendors.

We work within the modern GTM ecosystem because tools and data are unavoidable — but their impact depends entirely on the operating model they sit inside.

Our role is to ensure the system is clear before tools are expected to perform.

- Clean opening

- No logos yet

- Calm, editorial feel

BLOCK 2 — HOW WE THINK ABOUT TOOLS

Purpose
Clarify your stance and avoid "consulting + tooling" confusion.

Copy (Final)

Section Title
How we think about partners and platforms

Body
Most GTM stacks fail for predictable reasons:

- tools are layered on top of unclear decisions

- data exists, but insight arrives too late

- automation accelerates noise instead of clarity

We engage with tools only after:

- focus is clear

- decision ownership is defined

- execution paths are understood

This allows platforms to **amplify leverage instead of masking problems**.

Visual

- Simple contrast:

- ○ Tools without system → complexity

- ○ Tools with system → leverage

BLOCK 3 — PARTNER ECOSYSTEM (CATEGORIES, NOT LOGOS)

Purpose
Demonstrate breadth and relevance without endorsement.

Copy (Final)

Section Title
The GTM ecosystem we work within

> *The categories below reflect where modern GTM teams invest — not vendors we promote.*

Partner Categories (Final)

1. CRM & System of Record
Where core customer, account, and opportunity decisions are anchored.

2. Revenue Signals & Intent Data
Platforms that surface buyer behavior, market signals, and timing indicators.

3. Sales Engagement & Orchestration
Tools that operationalize outreach, sequencing, and follow-through.

4. Marketing Automation & Demand Systems
Where campaign logic, segmentation, and inbound signals live.

5. Conversation Intelligence
Systems that surface patterns in customer conversations and deal risk.

6. Customer Usage & Expansion Signals
Platforms that reveal adoption depth, health, and expansion opportunity.

7. Revenue Analytics & Forecasting
Tools that model performance, risk, and predictability.

8. AI & Automation Platforms
Technologies that automate analysis, synthesis, and execution — when applied with clarity.

Visual / Design

- 2-column or 4×2 grid

- Category-level icons only (abstract, consistent)

- **No vendor logos in v1**

Designer Notes

- This should feel like a system map, not a marketplace

_____

BLOCK 4 — WHERE PARTNERS FIT IN OUR WORK

Purpose
 Tie ecosystem to your operating model.

Copy (Final)

Section Title
 Where partners fit into our engagements

Body
 Partners typically come into play after diagnosis — not before.

We help teams:

- decide *which* systems matter for their GTM motion

- determine *where* automation or intelligence adds leverage

- redesign workflows so tools reinforce decisions instead of fragmenting them

In many cases, this results in:

- fewer tools doing more work

- clearer ownership across the stack

- better signal-to-noise ratios

- GTM Operating Model diagram with tool categories mapped lightly to layers

- Subtle, non-dominant

BLOCK 5 — WHAT WE DON'T DO (IMPORTANT TRUST SIGNAL)

Purpose
 Explicitly rule out conflicts of interest.

Copy (Final)

Section Title
 What we deliberately don't do

Bullets

- We don't resell or implement software

- We don't receive referral fees

- We don't recommend tools without system clarity

- We don't replace internal RevOps or IT teams

Closing line
 Our independence is what allows us to give unbiased guidance.

Visual

- Text-only

- Clean separators

BLOCK 6 — ROUTING BACK TO CORE PAGES

Purpose
Reconnect partners to your core narrative.

Copy (Final)

Section Title
See the system that comes before the tools

CTAs

- Understand the GTM Operating Model →

- How we work →

BLOCK 7 — CTA (LOW-PRESSURE CLOSE)

Purpose
Invite conversation from tool-heavy orgs.

Copy (Final)

Headline
Before adding another platform, fix the system it will sit inside.

Body
We help teams decide where tools genuinely add leverage — and where they don't.

Primary CTA
Start a diagnostic conversation →

C. DESIGN & UX RULES (FOR DESIGNER)

❌ Do NOT:

- Add vendor logos in v1

- Turn this into a partner directory

- Use marketplace-style layouts

- Make this page visually louder than core pages

✅ DO:

- Keep this page restrained and architectural

- Use consistent iconography

- Reinforce neutrality and independence

D. BACKLINK MAP (ENFORCE)

- Links **to**:

    - Problems We Solve

    - How We Work

    - Contact

- Links **from**:

    - Home

    - Cases & Insights

PAGE 7 — CONTACT

Subtitle: Start with clarity
 Brand: GTM360 — Revenue OS

A. PAGE INTENT (NON-NEGOTIABLE)

This page must:

1. Reduce friction and anxiety about "talking to a consultant"

2. Reinforce that the first step is **diagnosis, not selling**

3. Attract **serious operators**, not tire-kickers

4. Keep the tone calm, senior, and respectful of time

If a CEO or CRO lands here, they should think:

> "This feels like a thoughtful first conversation, not a pitch."

B. PAGE STRUCTURE (TOP → BOTTOM)

BLOCK 1 — ORIENTATION (SET THE FRAME)

Purpose
Reframe contact as a thinking conversation.

Copy (Final)

H1
Start a diagnostic conversation

Body
Most first conversations fail because they jump to solutions too early.

Ours start differently.

We use the initial discussion to understand how your GTM system is currently operating — where focus may be diffused, decisions may be decaying, or execution may be constrained.

There is no pitch. No obligation. No predefined outcome.

Visual / Design

- Clean hero

- No imagery

- Strong typography and white space

BLOCK 2 — WHO THIS CONVERSATION IS FOR

Purpose
Self-qualification (quietly).

Copy (Final)

Section Title
 This conversation is useful if…

Bullets

- growth has slowed or flattened despite increased effort

- pipeline activity looks healthy, but outcomes lag

- leaders have competing explanations for what's wrong

- execution feels busy but not decisive

- confidence in the GTM system has started to erode

Visual

- Simple list

- No icons needed

BLOCK 3 — WHAT THIS IS NOT (TRUST BUILDER)

Purpose
 Explicitly rule out fear triggers.

Copy (Final)

Section Title
 What this conversation is not

Bullets

- a sales pitch

- a proposal discussion

- a re-org or transformation setup

- a tool or vendor recommendation

Closing line
If you're looking for quick fixes or packaged answers, we're likely not the right fit.

BLOCK 4 — WHAT ACTUALLY HAPPENS

Purpose
Make the process concrete without over-specifying.

Copy (Final)

Section Title
What happens in the first conversation

Steps

1. You describe what's happening — in your words

2. We ask questions to surface decision, focus, and execution patterns

3. We reflect back what we're hearing — without diagnosis theater

4. If helpful, we suggest whether further work makes sense

Closing line
Many conversations end there — with clarity, not a contract.

Visual

- Simple 4-step vertical flow

- Minimal lines

BLOCK 5 — CONTACT MECHANISM

Purpose
Enable action with minimal friction.

OPTION A — FORM (RECOMMENDED)

Form Fields

- Name

- Role

- Company

- Brief description (optional, open text)

Helper Text
"Share as much or as little context as you like."

CTA Button
Start the conversation →

OPTION B — CALENDAR LINK (OPTIONAL)

Secondary CTA
Request a conversation →

Note
Keep this understated. Do not surface aggressively.

BLOCK 6 — FINAL REASSURANCE

Purpose
Lower emotional barrier.

Copy (Final)

Body (small text)
We work with a limited number of teams at any time to ensure focus and depth.
If we're not the right partner, we'll say so.

BLOCK 7 — ROUTING BACK TO THINKING

Purpose
Give hesitant users a way out without bouncing.

Links

- Problems we solve →

- How we work →

- Cases & insights →

C. DESIGN & UX RULES (FOR DESIGNER)

❌ Do NOT:

- Add urgency language ("Book now", "Limited slots")

- Use aggressive CTAs

- Add testimonials here

- Over-design the form

✅ DO:

- Keep the page calm and spacious

- Make the form feel optional, not demanded

- Maintain visual consistency with Page 1

D. BACKLINK MAP (ENFORCE)

- Links **from**:

  - Home

  - Problems We Solve

  - How We Work

  - Cases & Insights

- ○ Partners

- ● Links **to**:

  - ○ None required beyond navigation