

# Dauntless

**GTM Operational Action Plans**

# Dauntless GTM Operational Action Plans

## Speed To Revenue Impact.

Our action plans cut through noise and ambiguity to identify the highest-impact actions C-suite leaders can take to improve GTM performance. They focus on what will move revenue, reduce friction, and create momentum quickly.

### **Predictability**

After years of building B2B GTM operating systems and growth engines, we know which questions expose risk, leakage, and opportunity. We focus on the critical levers across the revenue lifecycle to improve pipeline integrity, forecasting confidence, and predictable revenue growth.

### **Outcomes**

The result is a sequenced, prioritised set of initiatives that deliver immediate commercial impact while creating clarity on the journey towards a scalable, repeatable GTM engine.

### **What it's not.**

We are operators, not just advisors. We value action over analysis. We deliver practical insights and recommendations that can be implemented immediately, not theoretical frameworks or PowerPoint strategies that stall execution.

## What We Assess

To deliver commercial predictability, operational excellence, and exceptional customer experiences, our action plans assess the four stages of high-performing GTM Operations: GTM Foundations > GTM Fit > GTM Engine > GTM Execution.

Every evaluation is conducted through the lens of *people, process, data and technology*.

The outcome is a comprehensive, evidence-based set of recommendations grounded in the gap between current state and category leading, best-in-class GTM Operations.

### **A Plan That's Right For You**

We offer three action plan options designed around the most common GTM growth scenarios faced by leadership teams today, from scaling what's already working, to rebuilding GTM operations end-to-end.

# GTM Acceleration Action Plan

## GTM Acceleration

Scale what's working.

2-4 weeks

~£25k

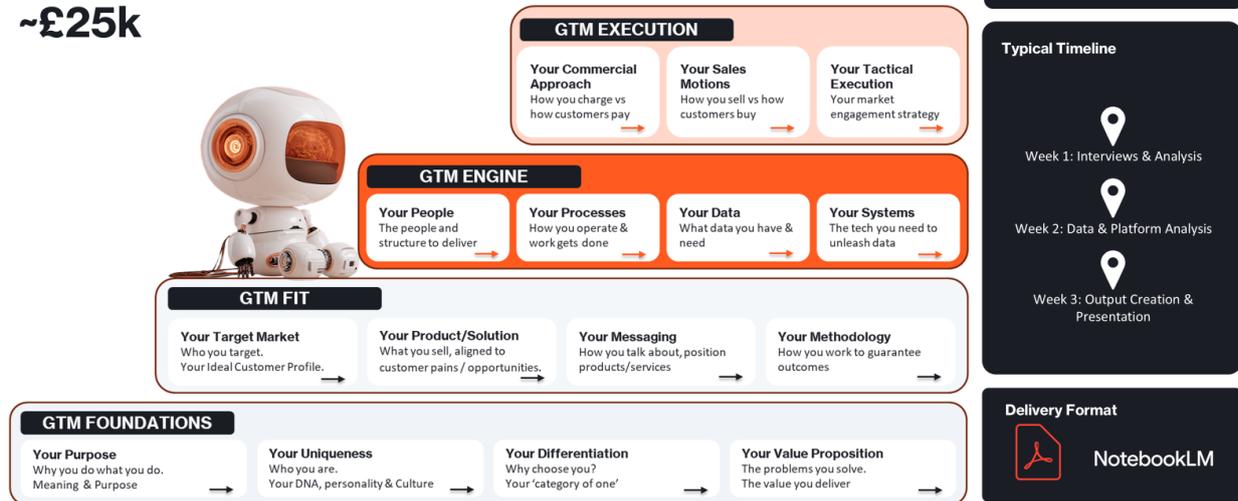
### Primary Focus

GTM Execution ★☆☆☆  
 GTM Engine ★★☆☆  
 GTM Fit ☆☆☆☆  
 GTM Foundations ☆☆☆☆

### Engagement Format

- ❖ Group Workshops (online)
- ❖ 12:1 Interviews (online)
- ❖ Existing documentation analysis
- ❖ \*Data & Platform Analysis

\* If access is available



## Who is it for?

You have strong foundations and established product-market fit. The challenge now is execution at scale. This action plan is designed for leadership teams who want to strengthen their GTM engine, remove friction, and scale what's already working, faster, with more control and predictability.

## What We Analyse

Diagnose			
<b>Executive Alignment Workshops</b> Aligning with leadership on the current mission, growth priorities, and commercial targets.	<b>GTM Process Friction Analysis</b> Evaluating the full lead-to-cash journey to identify bottlenecks, hand-off failures, revenue leakage, and opportunities to increase speed and consistency.	<b>Sales Operations Review</b> Assessing sales and pre-sales discipline, pipeline health, conversion rates, velocity, and win/loss performance across the full sales journey.	<b>Data &amp; Insight Integrity Review</b> Benchmarking data quality, readiness, and confidence to determine whether leadership can reliably measure performance and make informed decisions.
<b>Organisation Structure &amp; Skills Analysis</b> Assessing GTM roles, ownership, capability, and skills gaps to identify constraints to scale and execution efficiency.	<b>Marketing Operations Review</b> Review marketing discipline, demand generation, and campaign effectiveness to understand contribution to pipeline and revenue outcomes.	<b>Customer Operations Review</b> Evaluating delivery and support consistency across onboarding, delivery, retention, and expansion to identify risks to customer experience, LTV, and renewal.	<b>Technology &amp; AI Stack Audit</b> Reviewing systems, tooling, and AI adoption for suitability, utilisation, integration, and effectiveness across GTM operations.

## What You Get

Design - Your Action Plan			
<b>Category-Leader Gap Analysis</b> A clear view of how your GTM maturity compares to category-leading peers, highlighting where they outperform and where to focus first.	<b>GTM Process Recommendations</b> Lead-to-cash operating model and workflow recommendations to improve speed, consistency, and revenue efficiency.	<b>GTM Technology Recommendations</b> Technology and AI recommendations based on current-state suitability, adoption, utilisation, integration, spend, and redundancy.	<b>Change Mgmt. &amp; Risk Mitigation</b> Assessment of change readiness, adoption risk, and key mitigation actions to ensure actions translate into results.
<b>GTM People Recommendations</b> Organisation design, team discipline, capability, alignment, and development recommendations to support scalable execution.	<b>GTM Data Recommendations</b> Data health scorecard and data readiness recommendations to enable confident decision-making and performance management.	<b>Sequenced Initiatives Roadmap</b> A prioritised 18-month roadmap outlining what to do now, next month, next quarter, and next year, in the right order.	<b>Investment &amp; Resource Plan</b> Clarity on people requirements, level of effort, estimated budget, and infrastructure needed to execute with control and confidence.

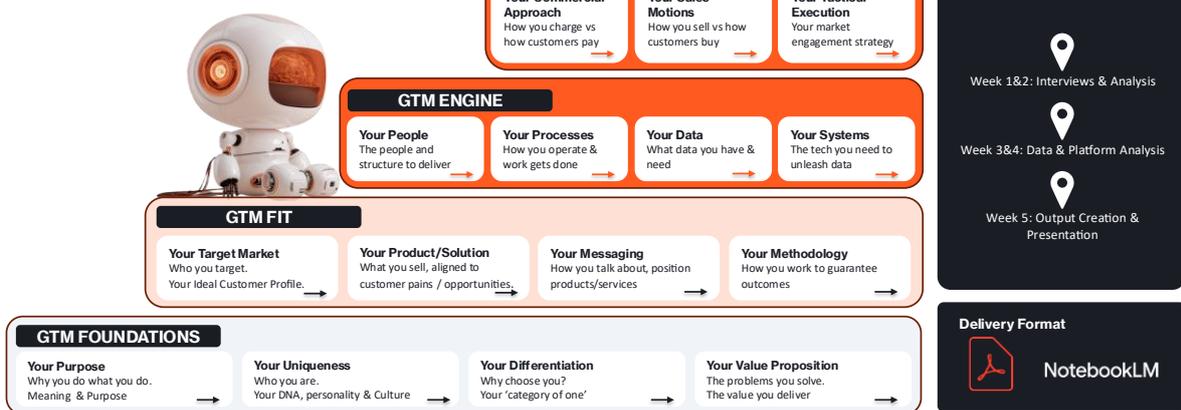
# GTM Optimization Action Plan

## GTM Optimization

Optimise then scale .

4-6 weeks

~£50k



## Who is it for?

You are preparing to scale but need stronger market focus before increasing execution intensity. This action plan is designed for businesses looking to sharpen ICP focus, differentiation, value propositions, and commercial alignment ensuring growth efforts are targeted, efficient, and defensible.

## What We Analyse

Diagnose – Everything in GTM Acceleration +			
<b>Market &amp; Competitor Analysis</b> Understanding market position, competitive dynamics, and where to win more decisively.	<b>ICP &amp; Persona Validation</b> Refining ideal customer profiles, buyer personas, and economic decision-makers to improve focus and win rates.	<b>Differentiation &amp; Value Proposition Alignment</b> Clarifying what makes you meaningfully different, the problems you solve best, and the value drivers that resonate with buyers.	<b>Commercial Model Review</b> Assessing pricing, packaging, and commercial logic to ensure alignment with value delivery, buyer expectations, and margin objectives.

## What You Get

Design - Everything in GTM Acceleration +			
<b>Market &amp; Competitive Positioning Recommendations</b> Clear recommendations to strengthen market position and competitive advantage.	<b>Market &amp; ICP Design</b> Target-state TAM/SAM/SOM sizing and ICP definition based on research, segmentation, and validation of priority buyer profiles.	<b>Value Proposition &amp; Value Driver Design</b> Target-state value propositions and value driver alignment defining how differentiation, outcomes, and commercial value are articulated consistently.  <b>Offering Architecture &amp; Messaging Design</b> Target-state product, capability, and offering architecture with a value-led messaging hierarchy aligned to buyer journeys and decision logic.	<b>Commercial Strategy Design</b> Target-state pricing, packaging, and commercial strategy aligned to value delivery, buyer expectations, and margin goals.

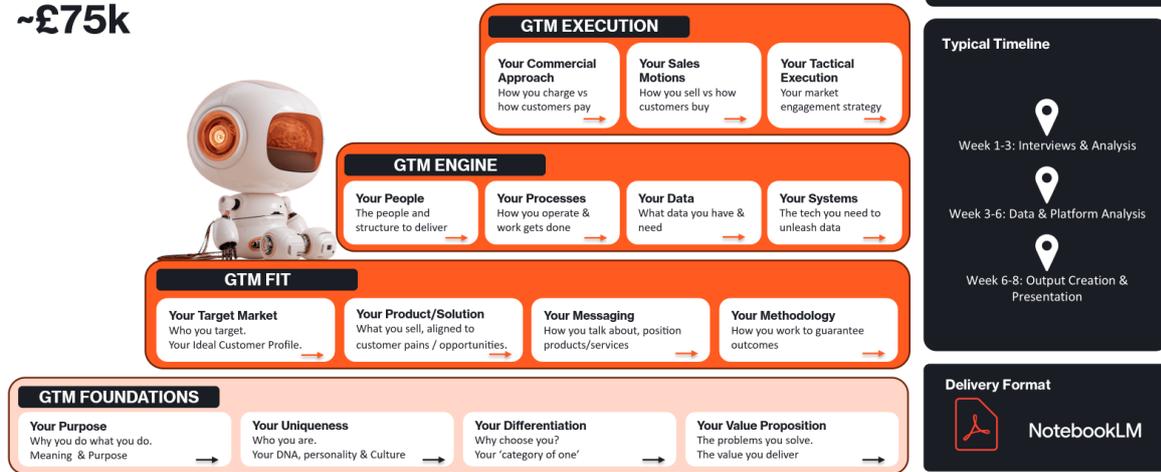
# GTM Transformation Action Plan

## GTM Transformation

Reimagine for scale and growth.

6-8 weeks

~£75k



### Who is it for?

Your GTM operations are holding the business back. This action plan is designed for leadership teams facing stalled growth, execution inefficiency, or structural constraints and who need to reset and rebuild GTM operations end-to-end to unlock performance, efficiency, and enterprise value.

### What We Analyse

Diagnose – Everything in GTM Optimisation +			
<b>Product Operations Review</b> Assessing product discipline, roadmap alignment to revenue priorities, and the effectiveness of customer and market feedback loops.	<b>Finance Operations Review</b> Evaluating financial discipline, unit economics (CAC/LTV), revenue visibility, and the efficiency of the Quote-to-Cash lifecycle.	<b>IT Operations, Compliance &amp; Security Review</b> Reviewing data governance, cybersecurity standards, and readiness for critical accreditations such as ISO 27001 and SOC 2.	<b>ROI &amp; Financial Modelling</b> Quantifying the expected impact of GTM improvements on revenue, margin, and valuation.

### What You Get

Design - Everything in GTM Optimisation+			
<b>Product Ops Recommendations</b> Recommendations to strengthen product discipline and prioritisation based on revenue impact and customer feedback effectiveness.	<b>Finance Ops Recommendations</b> Recommendations to improve financial discipline, unit economics (CAC/LTV), and Quote-to-Cash efficiency.	<b>IT Governance &amp; Compliance Design</b> Target-state IT governance framework, compliance methodology, and audit-readiness protocols to support scale and accreditation.	<b>Investment &amp; Business Case Design</b> Board-ready investment case including detailed Capex/Opex budget, resourcing assumptions, execution phasing, and value realisation.
<b>Product Portfolio &amp; Prioritisation Design</b> Target-state product and capability prioritisation roadmap balancing customer value, delivery capacity, and commercial return.	<b>Revenue &amp; Financial Operating Model Design</b> Target-state revenue operating model defining unit economics methodology, forecasting logic, and planning architecture.		

# From Plan To Results

## What happens after we deliver the plan?

Our action plans are built for execution. Each recommendation is prioritised, costed, and designed to be acted on quickly, with clear ownership and measurable outcomes. Indicative investment ranges are assigned to initiatives so leadership teams can make confident, informed decisions.

Clients typically choose one of three delivery approaches:

**Done By You** – Mature organisations with capable operators and sufficient bandwidth may choose to execute the plan internally, using the recommendations as a clear execution blueprint.

**Done With You** – Some clients deliver initiatives in-house while leveraging Dauntless for targeted oversight, advisory support, access to our network of specialists and decision assurance during critical phases.

**Done For You** – Dauntless can take accountability for delivery, doing the heavy operational lifting on your behalf. We support execution through our network of experienced Difference Makers, implementation specialists, AI and data experts, project and change management professionals ensuring momentum, quality, and results.

## The Dauntless Accelerator

**The Dauntless Accelerator is how action plans move from intent to impact.**

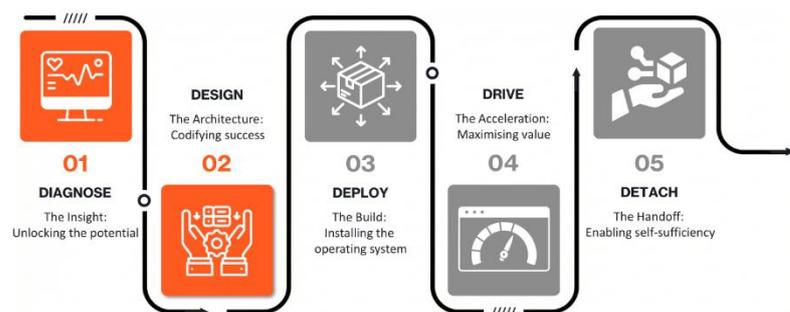
Our action plans cover the **Diagnose** and **Design** stages of our delivery methodology. This is followed by:

**Deploy** - We execute fast, embedding change with minimal disruption to BAU.

**Drive** - Adoption and outcomes are actively driven, measured, and reinforced.

**Detach** - We enable self-sufficiency, stepping away once control is embedded.

This approach has been refined over 20 years, delivering 100+ transformation programmes across 50+ countries and 20 industries.



# Commercial Engagement Models

## Easy to transact with.

Different clients have different needs and preferred methods of commercial engagement. We aim to be as flexible and transparent as possible.

## Fixed Price / Fixed Scope Project Work

Our action plans and subsequent costed initiatives follow a fixed price / fixed scope commercial approach.

### Pros

- **Price, scope, deliverables and timelines are fixed and predictable.**
- **You can budget ahead of time.**

### Cons

- **More administrative and management oversight required.**
- **Can be more expensive in the long term.**

## Monthly Subscription Model

Our monthly subscription model is a 12-month engagement with a base line monthly payment. Costs can then scale up and down depending on effort and resources required at any given time.

### Pros

- **Secures resources and guarantees engagement over the contracted period.**
- **Offers flexibility to dial up and down depending on priorities.**

### Cons

- **Cost can vary from month to month with sudden spikes.**
- **Budgeting is harder over the long term.**

## Hybrid

It is common for clients to have a mix of both. Subscription to secure a key resource over a longer period and fixed price / fixed scope for specific key initiatives.

## Contact:

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