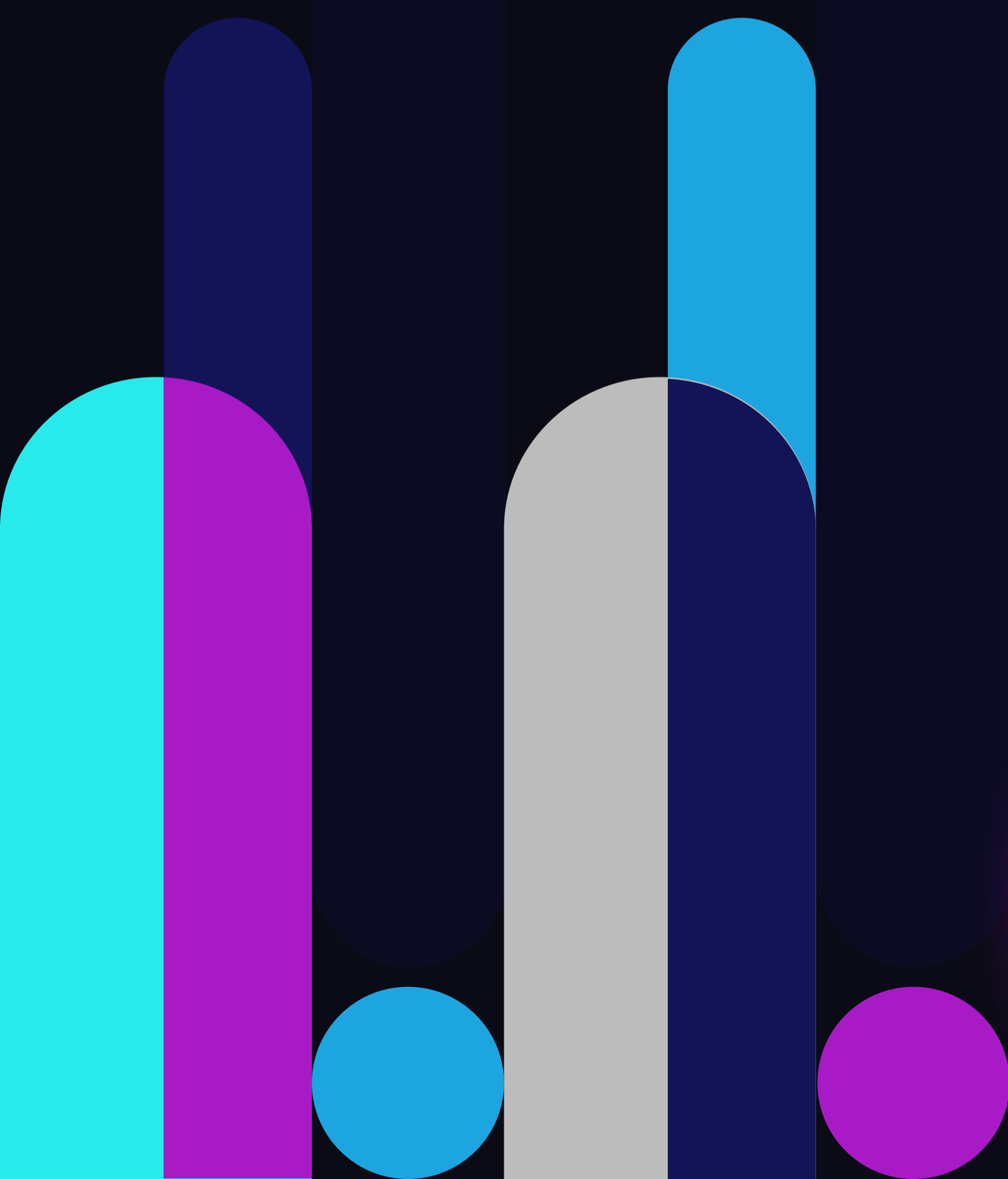


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The State of Modern Outbound B2B GTM Execution

Insights from 76 practitioners across
SaaS, ITES, SMBs, and enterprises
shaping GTM priorities for 2026



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Product Marketing and Competitive Intelligence

Measurable KPIs – WIN Rates

- “ No adoption of competitive intelligence by sales.
 - Existing competitive intelligence tools are extremely overpriced.
- “ A clear gap between research and insights.
 - Tools provide raw research like investor lists or year-over-year growth, but fail to answer why this information matters or how it is relevant.
- “ Real-time alerts are limited to basic company news.
 - There are no actionable signals, buying intent, or deep product-level insights.
- “ No clear way to measure PMM success.
 - Is my messaging being adopted by sales teams? How are my assets actually performing?
- “ No visibility into common customer objections.
 - How is my messaging and competitive positioning helping sales teams handle real objections in the field?

Sales Reps

Measurable KPIs – Meeting Rates

- “ Spending at least 2 hours every day on manual tool updates.
 - No time to research, think, or write personalized messages.
- “ Unclear prioritization. Which leads should I focus on today?
 - Managing thousands of leads across multiple campaigns requires significant manual effort.
- “ Constant dependence on GTM and Sales Ops teams to customize workflows.
- “ Manual research on every company and prospect takes at least 15–20 minutes.
 - There are no signals or insights about my active prospects and no reliable way to track them. LLMs help, but they cannot provide complete information, and this approach does not scale.
- “ I work across five different tools
 - One for prospecting, one for research, one for email generation, one for outreach, and one for learning.
- “ Customer intelligence exists in conversations
 - But even with conversational intelligence tools, I still need to manually go through transcripts and recordings to extract insights.

GTM Engineers

Measurable KPIs – GTM Efficiency and TOFU Pipeline

- “ Initial setup takes at least 4–6 weeks.
- “ I need a budget of \$80K–\$100K to set up an end-to-end GTM engine.
- “ Workflows cannot be built once and reused
 - They require constant changes and updates, which becomes a major blocker to scale.
- “ Reporting and intelligence are fragmented across multiple tools, making it difficult to view insights in a lead-, prospect-, or company-centric way.
- “ GTM efficiency is low and cost per pipeline is high due to an GTM tool sprawl.
- “ Creating properties, fields, nodes, and webhooks for CRM data enrichment is time-consuming and operationally heavy.