



Why Most AI GTM Initiatives Implode

3 battle-tested learnings



90%

of commercial leaders expect to utilize
gen AI solutions over the next two
years.

However, AI-GTM Failure is Widespread

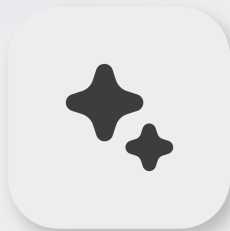
12%

of projects reach full-scale production

Three Foundational Problems



**Dirty,
siloed data**

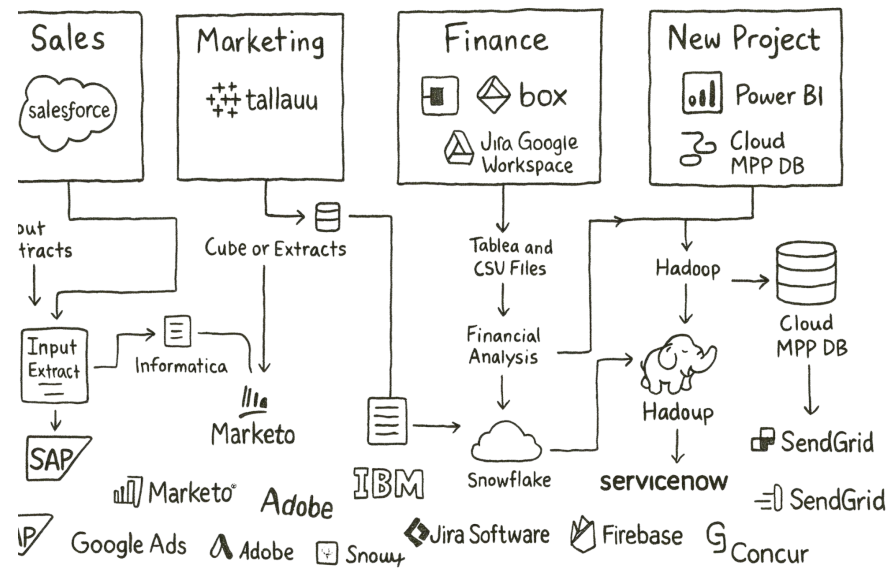


**Overestimating AI
without ROI metrics**



DIYing AI

Challenge #1: 3 I's of Data



Incomplete

Incorrect

Inconsistent

Challenge #2

Overestimating AI

Klarna changes its AI tune and again recruits humans for customer service

Don't expect one AI tool to do everything, just like SaaS.

Too many AI pilots lack measurable revenue goals



“Don’t DIY AI”

Marc Benioff

CEO @

salesforce

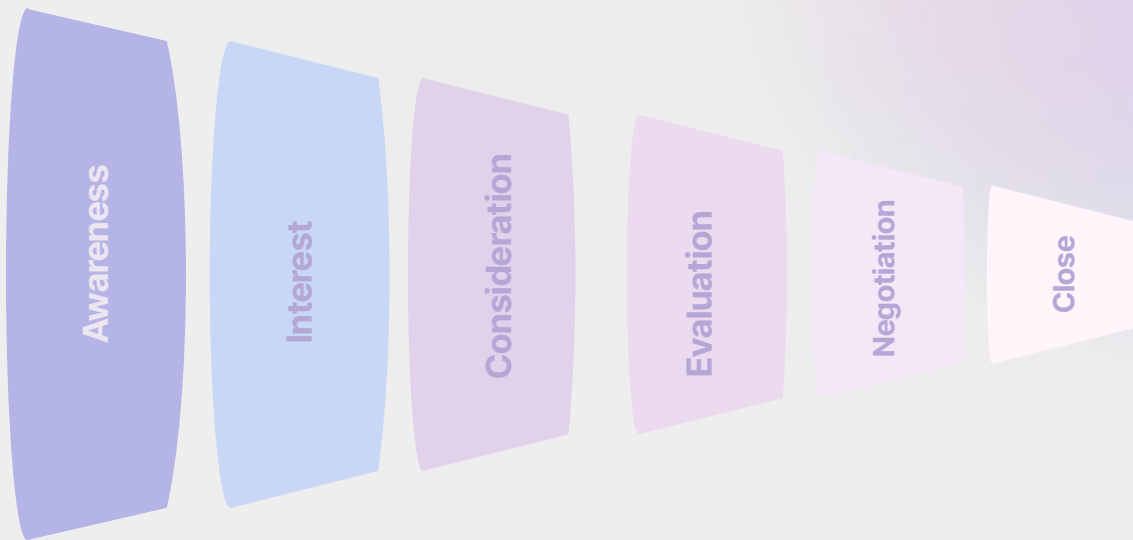
Getting from 70% to 95%
Accuracy

All the Integrations &
Workflows

Ongoing Maintenance



3 ways to get started with your GTM AI Strategy



1

Map your funnel & identify gaps.

2

Link GTM work to company KPIs

3

Spot key pain points from team or intuition.

The Recommended Solution Framework for Crawl, Walk & Run

Unify

Structure

Activate

The Challenge

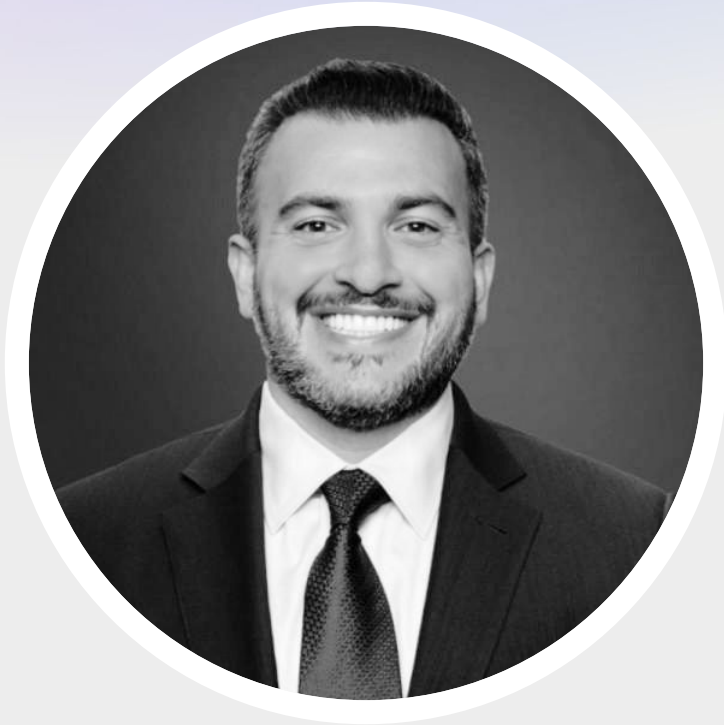
We don't have a **fast, repeatable**, way to mine tribal knowledge... and deliver it to sellers, when they need it."

Henry Schuck

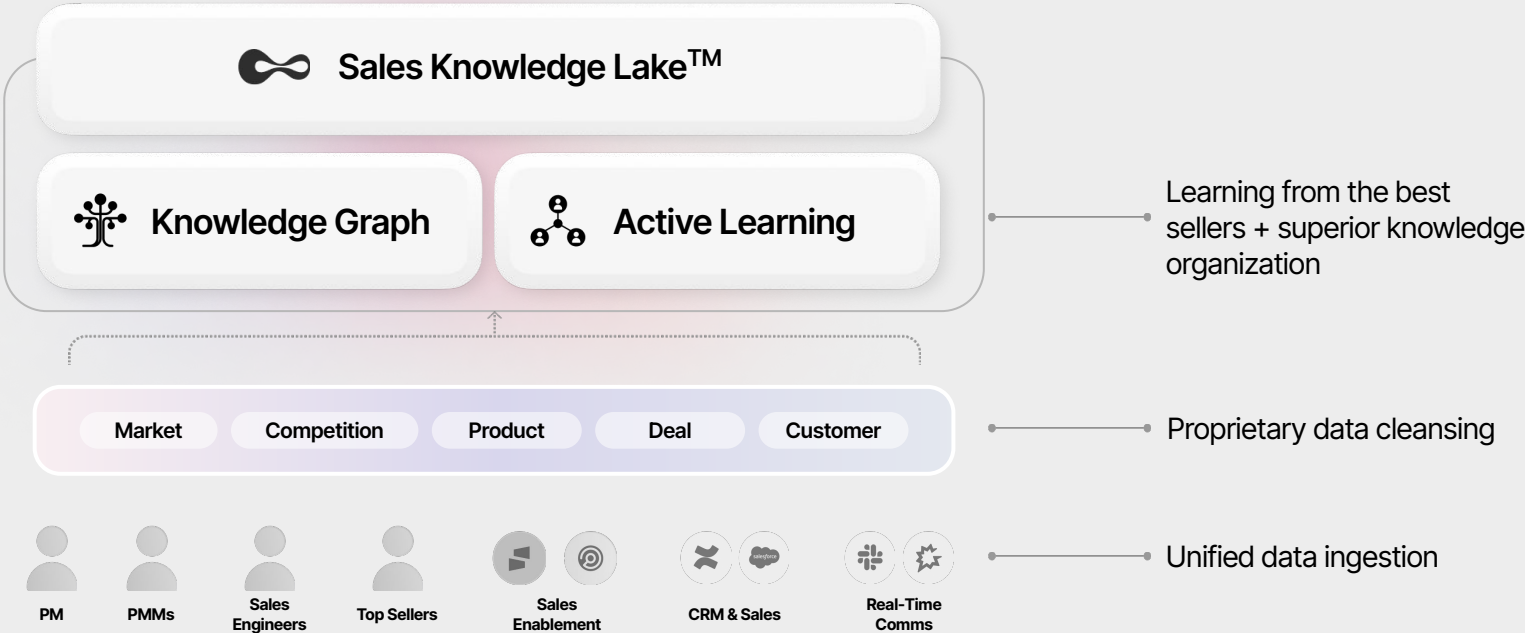
CEO @ zoominfo

Resulted in:

- Slow sales cycles
- Wasted SME Hours
- Lost Revenue



Unify & Structure Data to the Topology that makes sense to you



How We Helped zoominfo

The solution

1. Unify

GTM Context

Sales Enablement

CRM & Sales

Real-Time Comms



Market

Segment

Product

Customer

Competition

Deal

Tribal Knowledge



PM



PMMs



Sales Engineers



Top Sellers

2. Structure

docket



AI Sales Engineer



Sales Knowledge Lake™

3. Activate



Seller



Buyer

How are sellers **Activating** AI?

How are sellers **Activating** AI?

Pre Call

During Call

Post Call

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Docket APP 9:16 AM

Hey Alexa!

I've prepared a quick opportunity overview for your upcoming meeting with Slack.

Opportunity Overview

- Opportunity Name: HubSpot Expansion for Slack
- Account: Slack
- Economic Buyer: Jane Doe, VP of Product Marketing at Slack
- Champion: John Smith, Director of Marketing Operations at Slack
- Competition: Salesforce (CRM capabilities), Marketo (Marketing Automation), Intercom (Customer engagement)
- Owner (AE): Alex Johnson
- Close Date: April 30, 2025

[See More](#)

[Prepare for this meeting](#)



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Discovery Questions

Last Updated Yesterday



New Information Added



Gap Analysis

Last Updated Today



Solution Document

Last updated Today



Here is an Opportunity Summary to help you prepare for your upcoming meeting.

Opportunity Summary

Pain Points:

- Fragmented customer data across multiple channels (community, direct sign-ups, partner channels)
- Limited visibility into marketing campaign performance and lead nurturing effectiveness
- Difficulty scaling personalized outreach for Slack's rapidly growing user base

Use Cases Discussed:

- Consolidation of all customer data into a single CRM for streamlined reporting
- Automated lead scoring and nurturing sequences to increase product adoption
- Detailed analytics on marketing campaigns for better resource allocation

Value Propositions:

- Unified CRM and marketing automation platform for real-time customer insights
- Custom workflow automation, reducing manual processes for marketing ops
- Seamless integration with Slack's internal systems and third-party apps

Differentiation:

- HubSpot's integrated suite (CRM, Marketing, Sales, and Service) versus siloed platforms



> Overview



> Meetings

> Next Steps



✓ Deal Assets



Discovery Questions

Just Now



New Information Added



Discovery Questions



New updates for this deal – We've found new insights that could help with your sales strategy. Check them out!



Discovery Questions



Pain Point Questions

1. "What gaps in your current marketing automation setup hinder your ability to respond quickly to new sign-ups or product usage spikes?"
2. "Can you share examples of where disconnected data sources have led to missed opportunities for targeted campaigns?"



Doc added to Deal Assets



What do you want to explore next ?

Competitive Intel

Gap Analysis

Solution Proposal Doc



> Overview



> Meetings

> Next Steps



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Discovery Questions

Last Updated Yesterday



New Information Added



Gap Analysis

Last Updated Today



Solution Document

Last updated Today



Competitive Intel



Great. From Slack's prior mentions of Salesforce here's the competitive analysis I've auto-compiled:

Competitor Summary: Salesforce

• Strengths:

1. Well-known CRM brand with extensive enterprise capabilities
2. Large ecosystem of third-party add-ons and integrators

• Weakness

1. High complexity and longer learning curve
2. Often requires substantial customization and may lead to a fragmented toolset (Sales Cloud, Marketing Cloud, etc.)
3. Can become expensive at scale, including add-ons for marketing automation

Clear Differentiators

1. **All-in-One HubSpot Platform:** CRM, marketing automation, sales, and service in one tool, reducing the complexity of managing multiple systems.
2. **Ease of Use:** Intuitive UI and straightforward onboarding, enabling faster adoption across Slack's teams.
3. **Seamless Analytics and Reporting:** Unified dashboards that easily tie marketing performance to revenue, offering real-time insights.
4. **Flexible Scalability:** Proven track record supporting SaaS companies



John

Joining..

Slack x Hubspot - Meet & Greet

1

Joining the call



Mute



Stop Video



Security



Participants



Chat



Share Screen



Record



Apps

End

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Docket APP 10:15 AM

Hey Alexa!

Based on your recent call with <company name>, I've drafted a follow-up email for you to review and send.

Subject: Great Connecting with the Slack Team – Next Steps for HubSpot CRM & Marketing Automation

Hello Jane,

Thank you for an insightful discussion on Slack's marketing and data challenges. I appreciate the candid feedback on where you're currently feeling the most pain—from disconnected campaign metrics to the complexity of manual lead management. Her...

[See More](#)

Open in Gmail

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Hubspot Expansion for Slack

Slack



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Discovery Questions

Last Updated 2 mins ago



New Information Added



Solution Document

Just Now



HubSpot Expansion for Slack



Solution Proposal Doc



Based on Slack's timeline and scope, here's a structured **Customer Solution Document**. I've included a 'Future Expansion' section for Marketing Hub since Slack hinted at those email automation needs:



Solution Proposal Doc



1. Big Picture: Why This Matters

Slack's rapid growth demands a robust marketing technology platform that can quickly adapt to new markets, user segments, and product launches. Having one source of truth for customer data and automating key workflows will let your team focus on strategy, not on juggling disparate systems.



Doc added to Deal Assets



What do you want to explore next ?

Gap Analysis

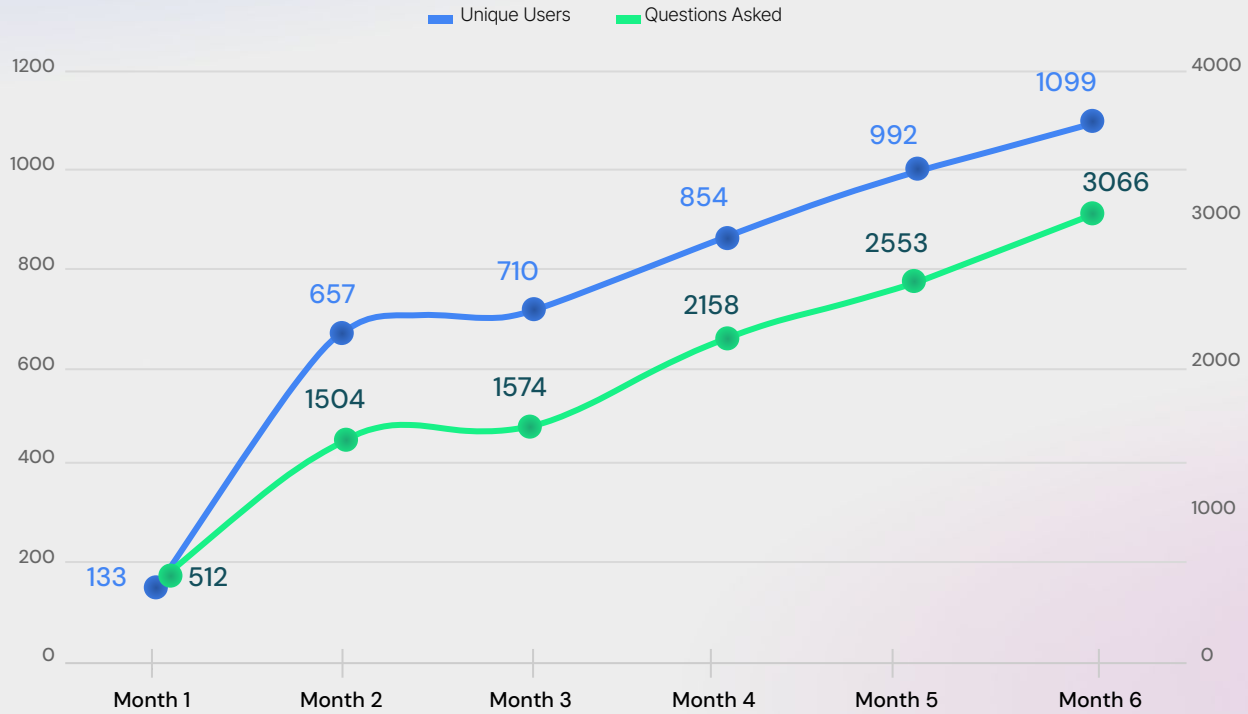
Ask a follow-up question



8x User & 6x Answer Growth in 6 Months

DocketAI's viral adoption

Answered 50,000 Questions



The Impact

Source: DocketAI customer survey, 2024

For CRO/Sales Enablement

8× growth in monthly active users

Upto **33%**

Increased Seller
Efficiency

12%

Increase
in Win-Rates

5%

Increase
in Deal-Sizes

10%

Shortened
Sales Cycles

95%+

Accuracy with
Sub-3 Second
Response Time

6 hrs/week

Time savings

For Sellers

6× growth in questions answered

Key Takeaways

→ Most GTM AI failures trace to dirty data, wrong use-cases, or DIYing AI

→ **Unify → Structure → Activate** is the proven antidote

→ Start small, measure obsessively, then scale

→ **\$10K discount** on DocketAI agents for Gartner CSO attendees

Download our free GTM checklist and other resources



Visit Our Booth For a Live AI Sales Engineer demo

Try out our AI Agents

AI Seller
for buyers

Generate New Pipeline
and Revenue

AI Sales Engineer
for AI's

Increase Seller
Efficiency

Sales Knowledge Lake™



The future of
sales is here

docketai.com



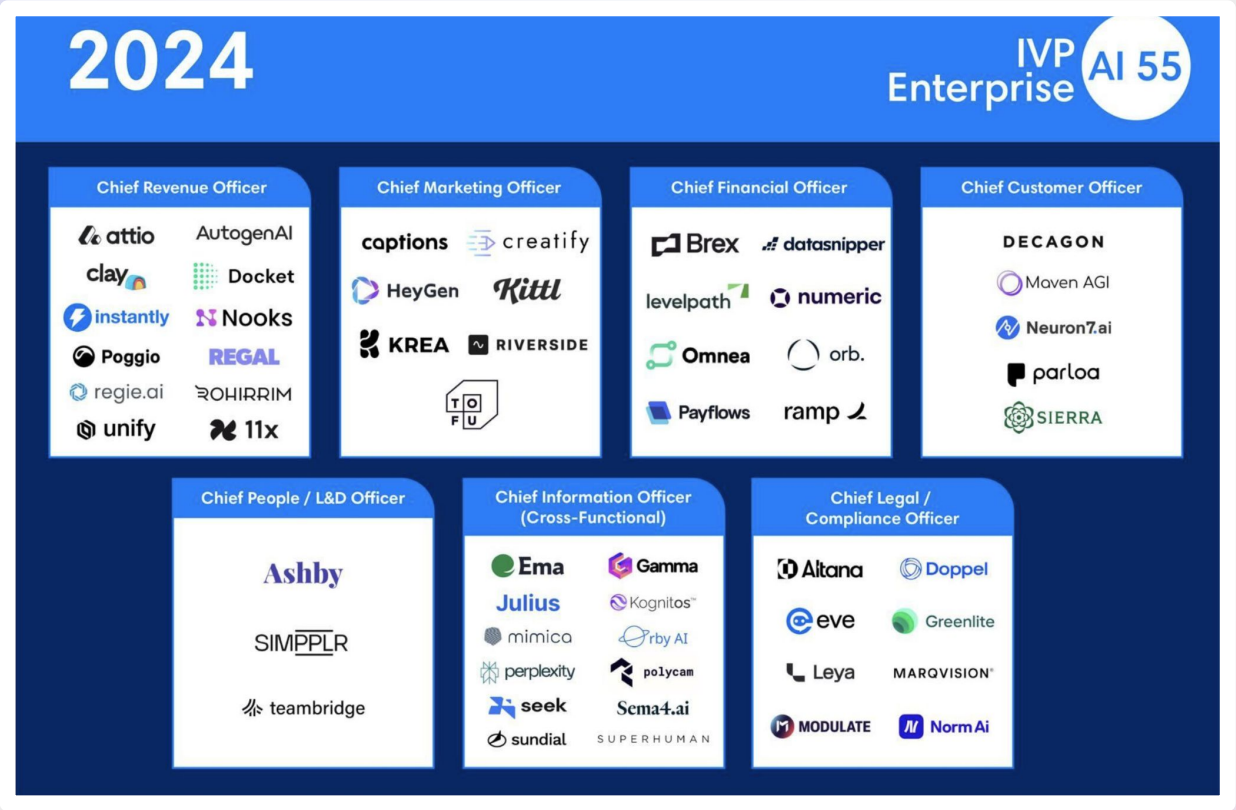
G² Rating ★★★★★ 4.8















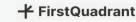























































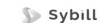

Thank You

Market Maps



Market Maps

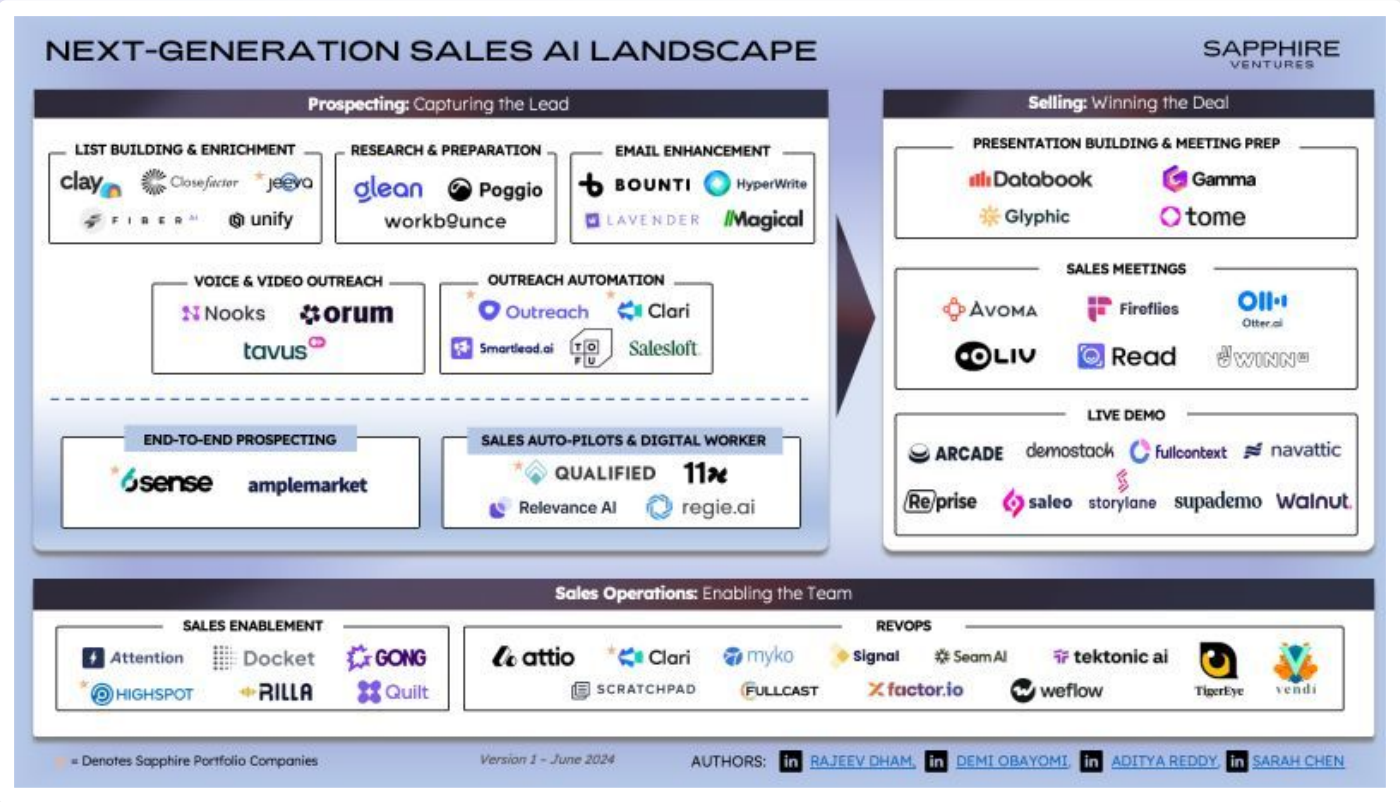
AI Applications in Sales: Market Map

Intelligent Pipeline	<div><div>sense</div><div>Actively AI</div><div>amplemarket</div><div>Apollo.io</div><div>Bluebirds</div><div>bounti</div><div>clay</div></div> <div><div>DeepLeads</div><div>ExactBuyer</div><div>FIBER AI</div><div>FirstQuadrant</div></div> <div><div>Fullcontext</div><div>KALOS</div><div>LAVENDER</div><div>MadKudu</div><div>Octave</div></div> <div><div>ONESHOT</div><div>Penguin AI</div><div>QUACK</div><div>regie.ai</div><div>Reo.Dev</div><div>REVSURE</div></div> <div><div>RightBound</div><div>salesforce</div><div>scout™</div><div>SellScale</div><div>spara</div><div>ultrarev</div></div> <div><div>unify</div><div>VALLEY</div></div>
Digital Workers	<div><div>MIND</div><div>11x</div><div>AISDR</div><div>ARTISAN</div><div>OLIV</div><div>lyzr</div></div> <div><div>Relevance AI</div><div>tektonic ai</div></div>
Sales Enablement + Insights	<div><div>ATRIUM</div><div>Attention</div><div>Distill™</div><div>Docket</div><div>FLUINT</div><div>Glyphic</div></div> <div><div>leadbeam</div><div>Letter AI</div><div>horo™</div><div>Poggio</div><div>Quilt</div><div>rnmkrs</div><div>SeamAI</div></div> <div><div>SiftHub</div><div>Solidroad</div><div>Spekit</div><div>SYFT</div><div>TigerEye</div><div>WINN</div></div>
CRM + Automations	<div><div>attio</div><div>Clarify</div><div>Ctrl</div><div>Day.ai</div><div>folk.</div><div>momentum</div></div> <div><div>Octolane AI</div><div>people.ai</div><div>SCRATCHPAD</div><div>Sybill</div><div>vendi</div></div>

For discussion purposes only. Some of the above are a16z portfolio companies. See more at: <https://a16z.com/investment-list/>

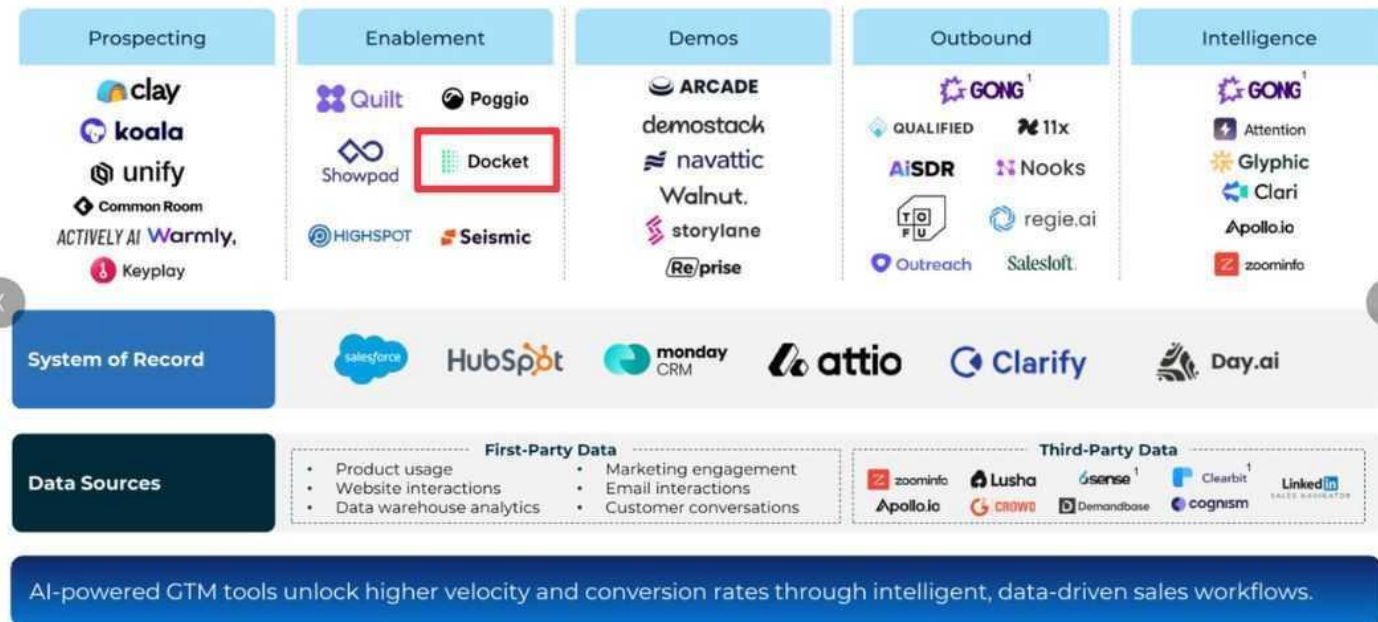


Market Maps



Market Maps

The AI-native GTM tech stack



Note: 1. Denotes a past or current Battery company. For a full list of all Battery investments, please click [here](#).

34 | This presentation includes proprietary information of Battery Ventures

Battery

Key Considerations & Vendor Questions

Critical Filters for AI Readiness and Vendor Fit



Avoid DIY detours –

Don't DIY AI

Marc Benioff, CEO @ Salesforce



**Focus on core
differentiation**



**Consolidate tools vs.
stacking point
solutions**



Ask vendors:

GA timeline, ChatGPT vs.
proprietary value, integration
path, measurable
benchmarks, pilots,
onboarding time, pricing
model

Agenda

01 Why AI-GTM Projects Fail

03 Unify – Structure – Activate Playbook

05 Example Flow for Sellers using AI

02 The Three Core Problems

04 ZoomInfo Case Study

06 Key Takeaways & Next Steps
