

Optimizing GTM Team Performance

Uncover Inefficiencies and Enhance Operational Excellence Through Data and Insights

Go-to-market (GTM) teams face relentless pressure to generate leads, manage opportunities, and convert prospects into loyal customers. Ensuring accountability and efficiency is vital, but it becomes complex without the right data and insights. Organizations struggle to monitor performance of people and processes, identify bottlenecks or failure points, and demonstrate the business impact of their workflows. CRM-native features often lack the visibility needed to quickly understand, troubleshoot, or optimize processes.

The LeanData platform provides audit logs and insights that empower Operations and IT teams to monitor performance, rapidly identify issues, and demonstrate process effectiveness and compliance.

Discover how customers have achieved the following:

Eliminated **2-3 weeks**
from sales cycles

Improved GTM team
efficiency by **10x**

Performance Monitoring

Reveal the amount of time it takes for individuals, teams, or technologies to execute manual and automated tasks in your GTM processes. With automated tracking and detailed, reportable data about the efficiency of workflows, decisions are better informed for continuous improvement.

Operational Improvement

Uncover bottlenecks, recurring failure points, and unutilized steps in your business processes. Having both high-level workflow visibility and fine-grained auditing capabilities enables you to understand how your process is running and why, remove inefficiencies, and determine where resources are or are not needed.

Troubleshooting

Rapidly pinpoint the root cause of missing, undesired, or unexpected outcomes through logs, flow diagrams, and instant success and failure notifications. Testing, optimizing, and fixing automation requires the ability to quickly and thoroughly understand how every input is evaluated, each action taken, and the final outcomes.

Accelerated Training

Accelerate the speed at which team members can understand and support automated processes, enhancing their skill sets across the board. This approach reduces the overhead associated with technology, and mitigates risk linked to attrition and organizational changes.

Policy and Regulatory Compliance

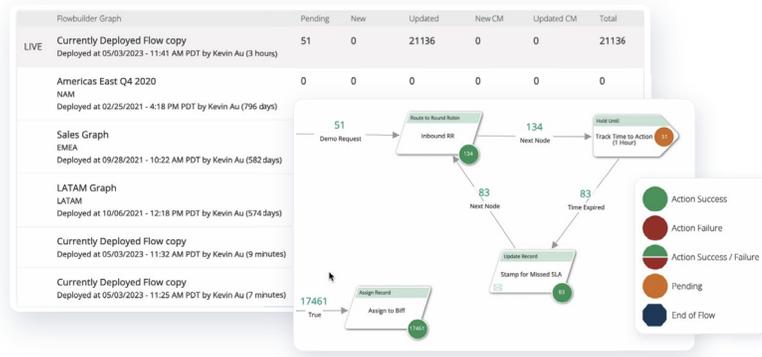
Provide a comprehensive trail of who did what, when, to easily support the detailed logging and other compliance requirements of common policies and regulations.

Alignment, Trust, & Agility

Demonstrate the effectiveness and reliability of automated processes, and enable rapid adjustments to business processes. Establishing trust with stakeholders through clear audit trails and consistent reporting enables teams to concentrate on driving business success.

Step-by-Step Audit Logs

- Understand and demonstrate how specific automated processes evaluate and handle records.
- Identify failure points, bottlenecks, or gaps in automated processes.
- Facilitate rapid training for new administrators on managing and supporting process automation.
- Demonstrate compliance with policies and regulations, showcasing proper record handling practices.
- Easily inform stakeholders of how and why specific records were matched or handled by automation.

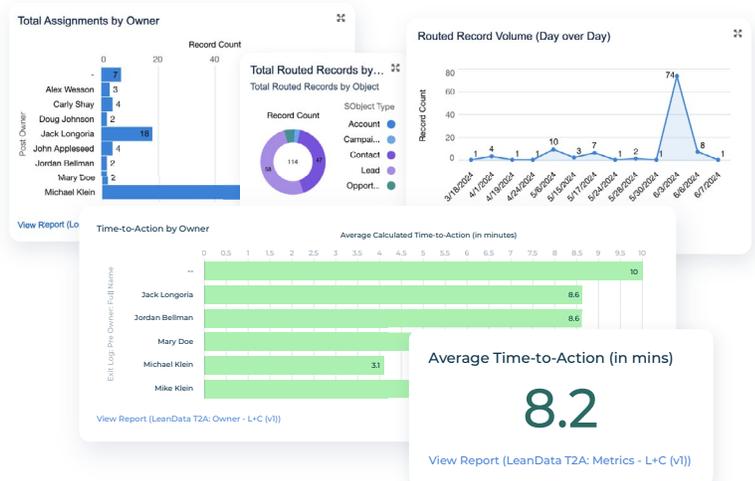


Routing Insights

- Clearly visualize how records are processed through a workflow.
- Easily measure the volume records processed at each stage of your automated workflow.
- Quickly locate parts of your overall process that are causing unintended outcomes.
- Collaborate with stakeholders to enhance processes using relevant metrics and visual aids.

Reportable Objects

- Quickly build reports and dashboards for ongoing monitoring of GTM team performance.
- Report on the volume, speed, and status of records that move through automation.
- Accelerate issue resolution through admin alerts, linking to specific logs, reports, or dashboards.
- Automatically track SLA compliance, enabling better accountability across revenue teams.



Why LeanData?

Today's growth leaders power their B2B selling with LeanData, the gold standard in modern revenue orchestration and an essential element of the modern RevTech stack. The LeanData Revenue Orchestration Platform, powered by No-Code Automation, simplifies and accelerates coordination of all the plays, people and processes needed to transform buying signals into buying decisions. LeanData is inspiring a global movement among its 1,000 customers and community of 5,000+ OpsStars worldwide, empowering them with revenue operations excellence that translates into compelling buyer experiences and competitive advantage. Join the movement!