Turbocharging Growth:
How SBI Revamped a Leading AI SaaS Company's GTM Engine

Maximizing Revenue Potential Through Sales Excellence

Revenue
↑$700M

Challenge

Following a decade of explosive growth, this AI SaaS leader hit a revenue plateau, struggling with organizational bottlenecks and inefficiencies. A period of rapid hiring created **inefficient GTM functions,** resulting in **underperforming reps and missed quotas.** Sellers also were faced with **limited enablement support** and a **lack of a clear end-to-end process** that outlined roles and responsibilities, which resulted in **weak customer segmentation** and missed opportunities for cross/upsell motions.

Opportunity

SBI partnered with their leadership to overhaul and future-proof their GTM structure for sustainable growth:

1. **Boost seller productivity and ensure quota attainment meets industry standards.**

2. **Double the effectiveness of cross-selling and upselling strategies to maximize customer value.**

3. **Realign and optimize the GTM organization to support scalable, long-term growth.**

SBI Response

SBI crafted a comprehensive transformation strategy, aimed at maximizing revenue potential and sales efficiency. Firstly, they **streamlined the GTM organization** and alignment between functions to refocus on capturing high-value opportunities. **To supercharge seller productivity,** SBI implemented data-driven quota systems and launched cutting-edge upskilling programs to equip the sales team for success. SBI also introduced **world-class sales enablement programs** that **accelerated pipeline velocity,** ensuring that the **right sales coverage models and processes** are in place to help sellers **execute effective sales motions.**

Key Results

$14.2B
New Prospects Identified, Segmented, and Primed for Growth

100%   +14%
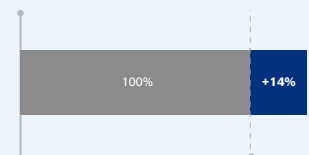
14%
Projected Increase in High-Value Wins, Driving Top-Line Growth