

PLAYBOOK

02

Build the GTM Motion

Why should this market care, and how will you create a repeatable reason to engage?

THE \$1M HIRE



A seller can execute a GTM motion. They should not have to invent the entire motion while carrying quota.

Playbook 01 told you who to pursue. This playbook builds the commercial logic that gives them a reason to engage.



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The Core Problem

Knowing Who to Sell To Doesn't Tell You How to Sell to Them

A defined ICP gives you focus. It tells you which organizations deserve your attention. But an ICP does not create demand. It does not tell a buyer why a problem deserves attention this year, why your approach is worth the disruption of change, or why one stakeholder should spend political capital convincing five others to move.

This is where many early-stage companies confuse market selection with go-to-market strategy. They build a list of accounts, give it to a seller, and call the motion defined. Then while working active opportunities, the seller has to discover what problem resonates, who cares, which objections matter, and what language will move the opportunity to the next stage.

That learning is valuable. But if the company never articulates the hypotheses being tested, every rep learns something different, and the organization never turns those lessons into infrastructure.

THE MISTAKE

A list of accounts is not a motion.

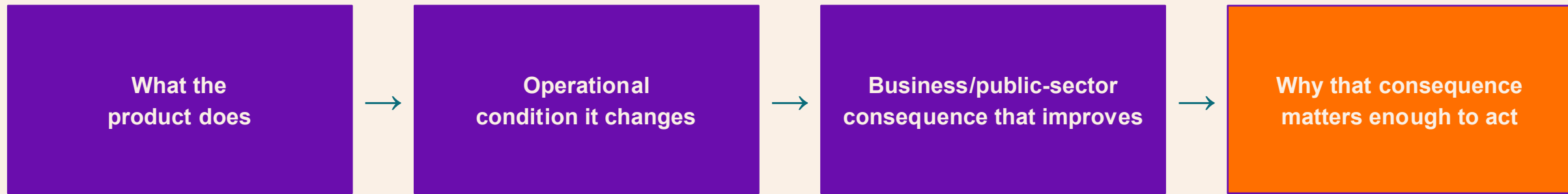
A motion explains which problem you lead with, why it matters to this market, how you position the change, what each stakeholder needs to hear, what makes the story credible, and how you'll know it's working.



Product Value Is Not the Same as Market Value

Inside the company, value is often described through capabilities: automation, dashboards, integrations, AI, workflow, reporting, configurability. Buyers do not fund capabilities in isolation. They fund a change in an outcome they care about.

If you skip the middle of this chain, messaging becomes a collection of claims. If you skip the final step, buyers may agree the product is useful and still do nothing.



Feature → operational change → meaningful outcome → reason to act.



The first seller should refine the engine. They should not be expected to secretly build it while being measured as though it already exists.

This is the Founding AE Trap: asked to be market researcher, product marketer, positioning strategist, demand generator, sales-process designer, enablement lead and closer, ***and then evaluated on closed revenue alone.***



How to Build It

- 1 Start with the ICP that you defined using Playbook 01.
- 2 Identify the job or process connected to your product (what is the "job to be done" and how does your solution uniquely do it better?)
- 3 Describe the current condition without mentioning your solution.
- 4 Trace the condition to a consequence that matters to the organization. Quantify it. (This later becomes your ROI).
- 5 Describe the future state in operational terms.
- 6 Translate that future state into the outcome the buyer values.
- 7 Test the language in actual conversations and revise it using the buyer's words.

Problem: what is happening now and why it matters. Outcome: what becomes meaningfully better if they change.



Workbook

When [ICP] is trying to [important job], [current condition] creates [consequence], which matters because [larger impact].

Problem statement:

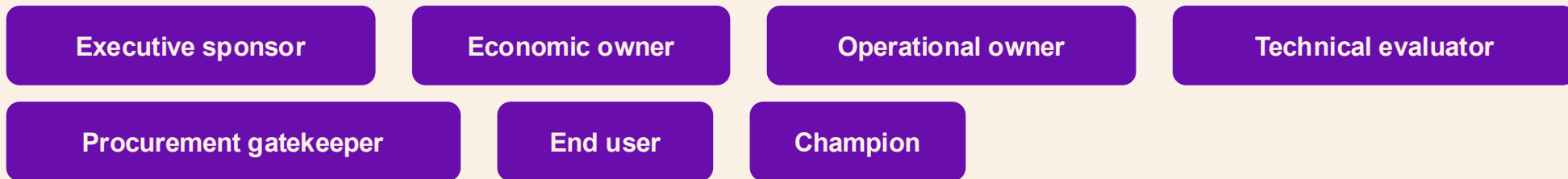
We help [ICP / role] move from [current state] to [desired state], so they can [meaningful outcome].

Outcome statement:



Think in Responsibilities, Not Job Titles

Titles vary dramatically across government. The same buying responsibility may sit with different titles depending on agency type and size. Build messaging around the role a stakeholder plays in the decision.



WHAT EACH MESSAGE NEEDS

- ✓ What this stakeholder is responsible for.
- ✓ How the problem affects that responsibility.
- ✓ What outcome would make their job or organization materially better.
- ✓ What they are likely to fear or object to.
- ✓ What evidence reduces that concern.
- ✓ What action you need from them at this stage.



What You Should Have at the End

- ✓ A commercial hypothesis for why this market cares, not just who it is.
- ✓ A problem and outcome statement tested in real conversations.
- ✓ A falsifiable PMF hypothesis by ICP.
- ✓ A status quo map with real change triggers.
- ✓ A positioning statement built against the real alternative.
- ✓ A role-based value message matrix.
- ✓ A proof inventory matched to your claims.
- ✓ A channel experiment plan with defined success signals.
- ✓ A minimum viable asset set built in buyer-journey order.
- ✓ A GTM learning cadence that turns conversations into evidence.

The natural next constraint: once you know who to sell to and why they should care, the question is 'How do we turn engagement into a qualified, winnable opportunity?' That's Playbook 03.



NOT SURE HOW TO TURN STRATEGY INTO PIPELINE?

You don't need to figure this out alone.

Tell me what you're building, where you are today and what you're trying to accomplish. We'll determine whether you need a focused strategy session, a deeper working engagement, or ongoing advisory support.

[BOOK A DISCOVERY CALL](#)

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***You don't need a \$1M Hire.
You need the right expertise at the right
stage.***

