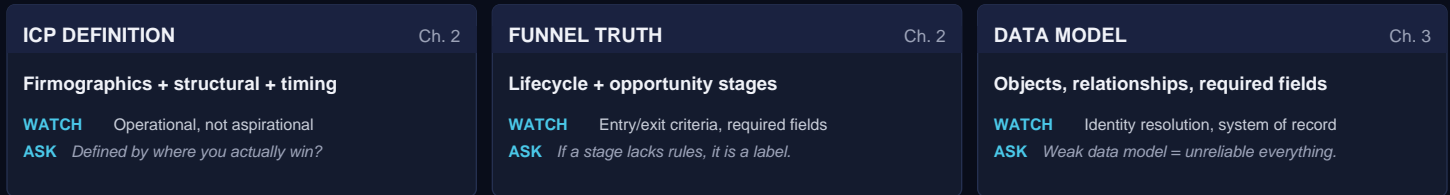


# The GTM Engine

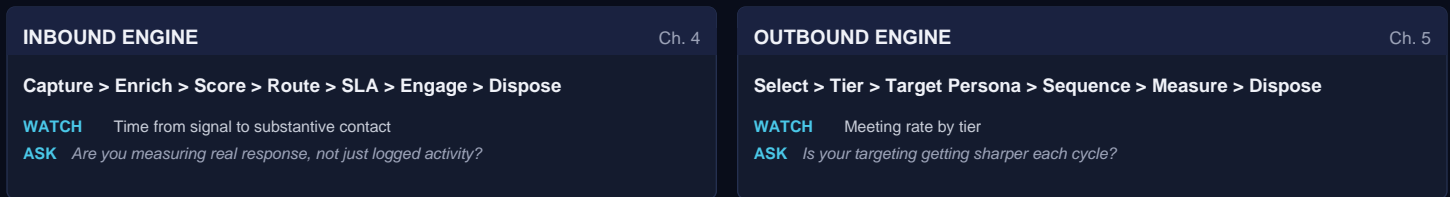
## A Complete System Map

Revenue is a system that either compounds or degrades.  
There is no neutral gear.

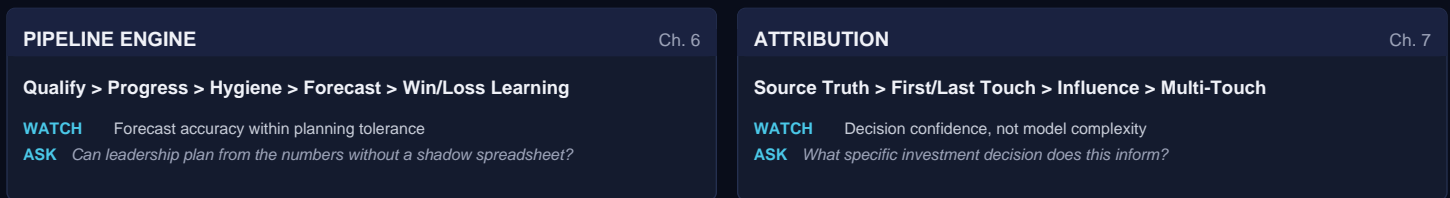
### FOUNDATIONS Shared language and structure



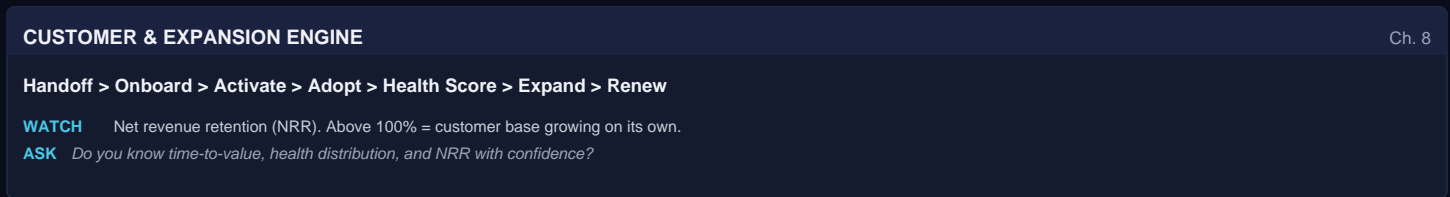
### DEMAND ENGINES Create conversations



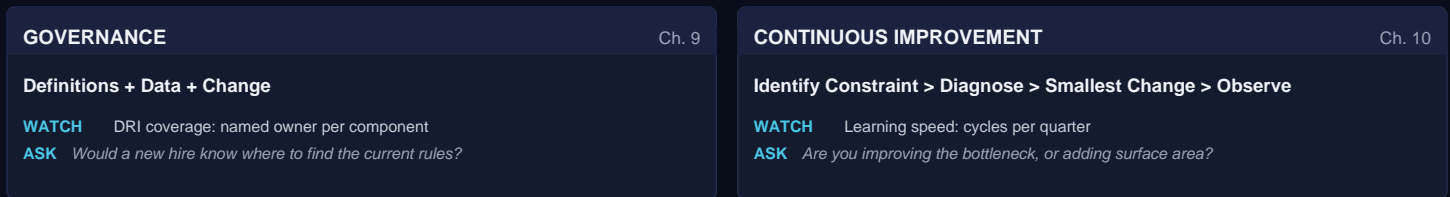
### DECISION ENGINES Evaluate and plan



### DURABILITY ENGINE Retain and expand revenue



### OPERATING SYSTEM Keep the engine honest



## FIVE RULES

1. Define first, automate second.
2. Reliability beats cleverness.
3. Explainable logic beats complex models.
4. Instrument outcomes, not activity.
5. Every automation needs an owner, a reason, and a rollback plan.

Post-sale data feeds / CP, scoring, and targeting