

UPDATE
CONTENT

add your logo

GTM Playbook

DEVELOPMENT KIT



Sales Process Overview

[DATE]

Process Overview

	0 Stage 0 name	1 Stage 1 name	2 Stage 2 name	3 Stage 3 name	4 Stage 4 name	5 Stage 5 name	6 Stage 6 name	7 Stage 7 name	8 Stage 8 name
Goal	[Fill In]	[Fill In]	[Fill In]	[Fill In]	[Fill In]	[Fill In]	[Fill In]	[Fill In]	[Fill In]
Exit Criteria	[Fill In]	[Fill In]	[Fill In]	[Fill In]	[Fill In]	[Fill In]	[Fill In]	[Fill In]	[Fill In]

UPDATE CONTENT

Goal

[Fill in]

In-Stage Actions

- [Fill in]
- [Fill in] *(use this column if more space is needed)*

Details

Entry Criteria:

- [Fill in]

Exit Criteria:

- [Fill in]

Assets

- [Link to useful appropriate for this stage]

