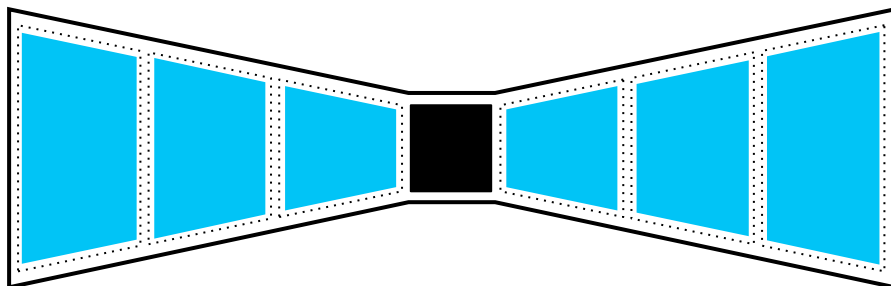RESEARCH BRIEF

GTM INTELLIGENCE AGENTS

By Calvin Boyce, Product Manager at Winning by Design

GTM Intelligence Agents

 By Calvin Boyce, Product Manager at Winning by Design

Research conducted Q2 2025

Research Abstract

Conversational Intelligence is a saturated market with myriad players and good existing research that covers features and capabilities broadly. This report dives narrowly and deeply into the GTM intelligence aspects of the broader conversational intelligence sector, focusing specifically on GTM Intelligence Agents, who monitor all customer conversations and structure information into actions to boost GTM performance.

For those looking to implement these approaches, the full version includes a feature-level vendor comparison and a ready-to-use RFP template, available to Winning by Design Advisory Access subscribers.

CEO Take

Conversations with customers are your company's single most valuable dataset. Conversations are where we hear the customer's voice, and if we're not using AI to learn from and generate action around those conversations, we're losing crucial information, resulting in lower conversion rates, slower sales cycles, and lost customers.

> *Conversations with customers are your company's single most valuable dataset.*
>
> - Jacob Fleisher, Attention

For decades, companies have used methodologies such as BANT, MEDDICC, and SPICED to structure customer conversations and preserve deal-level information. In the past we relied on manual notetaking processes, and we hoped reps would adopt our framework, document results, and effectuate handoffs rich with contextual information. Since human follow-through is fraught,

this approach risks losing information at every handoff in the customer journey. At best, this results in frustration for the customer. At worst, it prevents us from delivering impact. Both of these outcomes result in lower conversion, lower renewal, and lower expansion rates.

GTM intelligence agents join every call and meeting, read every email and Slack message, and analyze customers' thoughts and questions. Today's GTM intelligence agents automatically capture information from calls and emails, fill in CRM, and then make themselves available as a thought partner between meetings.

In an era when every source of growth counts, and customers assume seamless information continuity because of experiences with B2C platforms, GTM intelligence agents help reps manage with full visibility, deliver seamless experiences for customers, and drive higher growth rates via acquisition, retention and expansion.

Operating without a GTM intelligence agent is like asking your GTM team to dig with picks and shovels when an excavator is available. No amount of effort will help them be more effective than their competitors until they use the available power tools.

Strategic Insights

Customer interactions are your company's most important data, but they're also the least structured. AI is capable of extracting insights from large, unstructured datasets, and it is most effective when using a framework to structure the data. This is where methodologies come in, and we've been using them for decades – at least in sales. A methodology like SPICED helps map unstructured conversations across several engagements into what matters most to help close a deal. What is the Situation in which your customer finds herself? What Pain is she experiencing? What would be the Impact of overcoming that Pain? Is there a Critical Event, by which time she needs to have solved this issue? What Decision process will she follow to determine her path forward? MEDDIC and other methodologies have similar objectives. Methodologies provide a structure to sort information into so we can extract insights from an engagement with a customer.

Process first; AI Second.

Winning by Design has conducted research showing that adherence to the SPICED methodology increases win-rate by 10%, and quota attainment by 30%. Capturing information from our conversations in a structured way drives improved results. Once you've established a process, AI can take over the manual task of extracting insights from customer conversations to fill in the information related to your chosen methodology and record that information in your CRM. With GTM intelligence agents in place, as soon as a rep completes a call or receives an email, notes are already up-to-date and structured in a consistent and repeatable way. AI can also help identify when reps aren't asking the right questions to uncover the appropriate information and use that as the basis for coaching opportunities (see Winning by Design Research Brief: AI Coaching in Go-to-Market and the Changing Role of the Frontline Manager here »).

Structuring sales data is just the beginning. After $10M in annual recurring revenue (ARR), growth switches from being driven primarily by acquisition to being driven by retention and expansion. Most revenue is now contributed by the customers we already have as they renew and expand their contracts. But pure sales methodologies do not reflect that. The metrics, pain and decision criteria that we identified with MEDDICC during sales may still be relevant, but the buyer is different, the decision process is different, and the champion may be different. Sales methodologies themselves improve sales, but that's only part of the picture. When sales operates in a silo and can't communicate with marketing or customer success using a common language around customer impact, the data we collect during sales doesn't translate. We end up with a fragmented system that does not facilitate staying power. To further exacerbate the situation, if our data isn't interoperable, adding AI only makes the problem worse.

---

[1] based on 100% SPICED completion across 50,000 closed-won or closed-lost opportunities
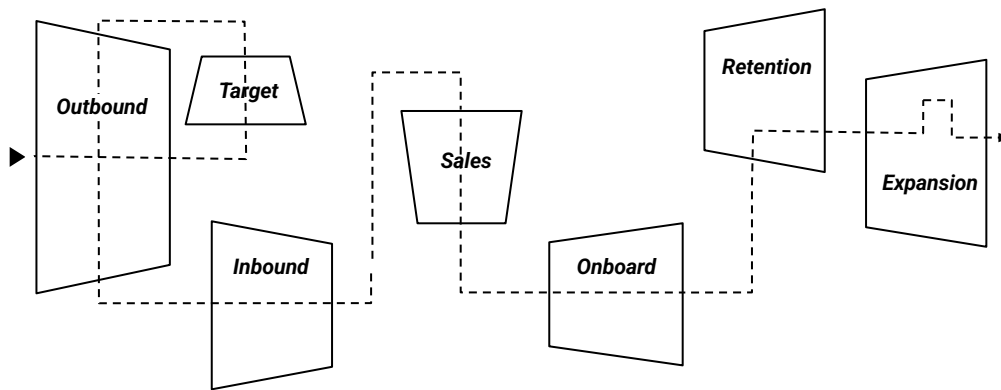
Figure 1. *The Inefficiency of Siloed Operations, Each with Individualized Processes and Language*

This is where SPICED comes in: Situation, Pain, Impact, Critical Event, Decision. The SPICED methodology focuses on the customer, not the seller. Accordingly, SPICED applies during marketing and sales, but it also translates to customer success where most revenue growth originates. SPICED provides a framework and a common language for AI to structure customer data across the entire journey and ensure no information loss during handoffs.

Where do handoffs come in, and how does a GTM intelligence agent make a handoff more effective? Imagine if the same person responded to an inbound lead, qualified the opportunity, promised impact, closed the deal, onboarded the customer, helped them achieve first impact, reviewed the impact that was delivered after the first year, secured the renewal, AND was able to promise more impact in the form of an expanded deal. How much smoother would that process be for customers? In this scenario, nothing falls through the cracks, because the same person has been with the customer from the beginning, they didn't promise anything they forgot to deliver, and they've followed through each step of the way. Since this hypothetical situation is impossible – we can't train a single person to do all those jobs – we have a glaring need for smooth handoffs and information transfer between customer journey stages. With AI and the right framework, we can capture and leverage information across the full customer-journey.

Here's the second major lift of a GTM intelligence agent: by unifying around a common language and establishing an operating model in the form of SPICED, we can utilize AI to keep track of a company's situation, the pain they experience, the impact we've promised and what we've delivered so far, their critical events and timeline, and their renewal decision. Different people interact with customers at different stages of the bowtie, but why not have a single AI agent there for the whole process? The agent won't miss anything and will be able to get any individual up to speed on where the customer is at.

Here are a few use cases for interrogating a GTM intelligence agent. The hypothetical company used for this example employs a medium touch GTM motion, including a two-stage sales motion and dedicated Customer Success Managers (CSM). They've hired a GTM intelligence agent named Celeste to help facilitate handoffs:

Role	Situation	Questions for a GTM Intelligence Agent
SDR	I just got a Marketing Qualified Lead (MQL) that I need to further qualify for sales engagement.	*"Hey Celeste, tell me about ACME, do they fit in our ICP? Based on their information, what questions should I ask them to uncover their pain points?"*
AE	I just got a Sales Qualified Lead (SQL) and I need to close it	*"Hey Celeste, what situation and pain did we uncover during discovery? What impact can I promise to drive them to make a decision? Are there any open action items we haven't followed up on?"*
CSM	I just received a closed deal and need to onboard it	*"Hey Celeste, what impact did our AE specifically promise during closing? What pain points haven't been addressed that I can ease during onboarding? How can I tailor our product to ACME's situation?"*
CSM	I'm performing a Quarterly Business Review 3 months before renewal	*"Hey Celeste, remind me of the impact we promised to deliver to ACME? How have our interactions met their needs? What further pain points could I lean into to pitch a larger deal?"*
Exec	I'm the executive sponsor on an account, and I've been asked to join a meeting.	*"Hey Celeste, please catch me up on our current status at ACME. Tell me who the main champion is, and who our detractors are. Based on the most recent meetings, tell me what the hottest issues are right now."*

Table 1. *Examples of Role-based Inquiries for a GTM Intelligence Agent*

Practical Insights

With the advent of natural language processing, software providers have rushed to the opportunity to extract meaningful information from unstructured customer conversations. The largest divide in the GTM intelligence market is between "builders" and "integrators."

> **Builders** focus mainly on building their own platform to organize, host, and display GTM intelligence through dashboards and scorecards in their own website or app.

> **Integrators** connect directly to existing systems and customize use cases to your business, focusing primarily on presenting data in your CRM, Slack, or other channel.

Most GTM intelligence vendors do both, but they often lean to one side or the other.
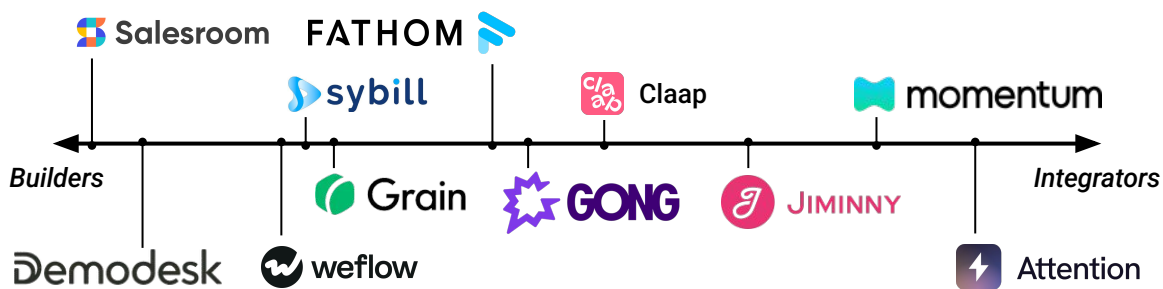
GTM Intelligence Builders

GTM intelligence builders are providing fast implementations with high visibility across data, displaying conversational and GTM intelligence in their website and platform. Funnel dashboards provide momentum analyses, methodology adherence, and risk estimation for all deals at the same time. Deal dashboards provide SPICED and other methodology summaries, activity capture/tracking, and link to source material in individual meetings and emails. Rep dashboards track performance/insights for all reps over time. Video libraries and call recordings are often more robust from builders' platforms and provide more information at a glance. These all live in their website or app and require you to learn their platform. Builders provide less customization, but their features are more defined than integrators, which means you don't have to spend time deciding what you want out of your data. It takes more work to learn a new system, but that system is often very robust and includes more information than you knew you needed.

GTM Intelligence Integrators

GTM intelligence integrators operate under the assumption that you'll move faster in your existing systems by customizing agents and workflows into your current platforms. Intelligence is

designed to fill existing CRM reports so you spend more time in systems you're used to. Custom agents send reports to Slack channels to summarize common customer pain points, product feature requests, how well reps follow through with a new pitch, open action items, or competitor mentions. It's easier to get exactly what you want out of the data you have, but you do have to know what you want. You'll get fewer built-in features on a platform to explore, but you'll have more control over your data and where it gets sent.

Figure 2. *Categorization of GTM Intelligence Agents*

Process, Systems, People

When implementing GTM intelligence, remember the process, systems, and people framework. In the past we may have hired rockstar humans to sell our products, and they may have brought their favorite processes and methodologies with them. Those methodologies were often unique to them, and we may have had multiple people running multiple processes. Furthermore, these processes were incompatible with the rest of our revenue factory as we scaled.

Ideally we would want everyone standardized on the same process. This allows us to add capacity without adding to confusion. To that end, we must focus on defining and installing proven processes first, then putting systems in place that reinforce those processes, and finally adding high performers to the mix to maximize your investment. This is a process-first approach, and this leads to stability and scalability within our GTM organization.

designed to fill existing CRM reports so you spend more time in systems you're used to. Custom agents send reports to Slack channels to summarize common customer pain points, product feature requests, how well reps follow through with a new pitch, open action items, or competitor mentions. It's easier to get exactly what you want out of the data you have, but you do have to know what you want. You'll get fewer built-in features on a platform to explore, but you'll have more control over your data and where it gets sent.
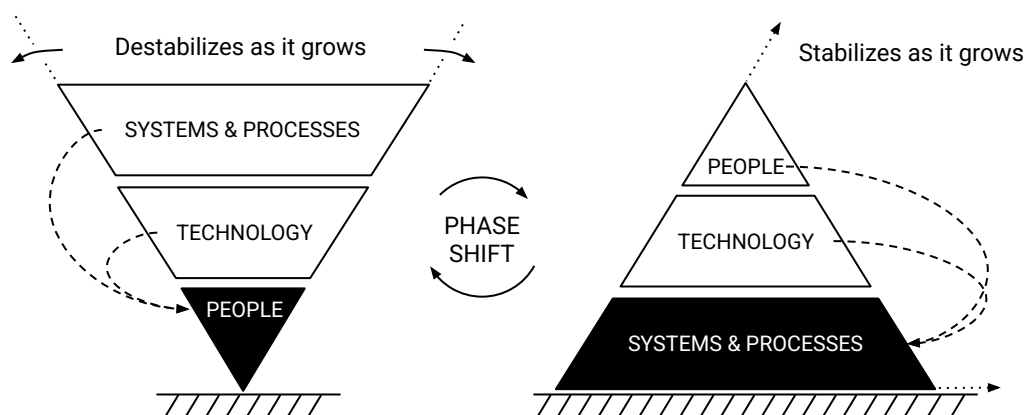

Figure 3. *Contrast Between a People-First vs. a Process-First Organization*

Process

To capture customer data across the bowtie, we recommend focusing on uncovering pain and impact using SPICED as an operating model. If you're using a framework that caters only to sales, you may improve your acquisition. But when most of your revenue comes from retention and expansion, you'll be unable to translate this sales-specific information to the other parts of your organization, designed to deliver impact and expand customer relationships. If your GTM intelligence vendor supports SPICED, your data will be ideally structured to hand a deal off to customer success without losing sight of impact.

S SITUATION — Relevant background facts or circumstances about the customer's organization. It includes company size, location, number of employees, software used, hiring needs, security requirements, maturity level, and revenue goals.

....

P PAIN — Represents the problem or opportunity the customer is facing and for which they require a solution. Pain is often initially expressed at a surface level, and a deeper diagnosis is needed to uncover the underlying needs.

....

I IMPACT — Specific outcomes that can be achieved by addressing the customer's pain. It encompasses both Emotional Impact, which relates to individual experiences, and Rational Impact, which focuses on the overall benefits for the company.

....

CE CRITICAL EVENT — A deadline or time-sensitive milestone by which the customer must achieve the desired Impact or face negative consequences. Critical events drive behavior, influence actions, expand product usage, renew, and upsell.

....

D DECISION — The people involved, the decision-making process, and the criteria used to evaluate and select the right solution. Understanding these aspects is crucial for effectively navigating the decision-making journey with the customer.

SEQUENTIAL

CUSTOMER CENTRIC

CAUSAL

DECISION AS AN OUTCOME

Systems

Conversational intelligence is a saturated market, but the subset of GTM intelligence is a core value focus for most vendors. Many well-established AI notetakers are now realizing the importance of GTM intelligence and improving functionality in this space, while newer solutions are developing features with GTM intelligence at the core of their product.

Regardless of the vendor, here are a few key considerations when implementing a GTM intelligence agent:

Data sources

Consider where most of your customer data comes from. Do you have conversations over email? Slack? In Zoom, Google Meet, or Teams meetings? How much data is already stored in your CRM, and how do you want to read that data? Find a vendor that gathers enough data to accurately represent the status of your customers.

Agentic capabilities

While some vendors present deal-level information only in dashboards, others have created copilots that can talk you through the status of your deals. Many vendors draft and send emails for you, or proactively push data into Slack during handoffs.

Editable AI

AI does a great job of aggregating your conversations into structured outputs and summaries, but it gets this wrong sometimes. Humans should always have the last say in data they're accountable for. How would it affect your workflow with a particular vendor if their summary is inaccurate and you want to adjust a SPICED summary or other CRM notes?

Data extraction

How easy is it to get raw data out of the platform you choose? Can you download transcripts and meeting recordings? Depending on your use case, it can be important to share meeting information in various formats both inside and outside your organization. If you want to build your own custom integrations, learn more about API access to meeting details.

People

The GTM intelligence implementation should be owned by Revenue Operations, who will be responsible for adoption and training in the solution you choose. It's also important to regularly review how well your GTM intelligence agent represents the experiences of your sales and CS reps. AI needs to be managed and coached just like a human does. Providing regular feedback to your vendor of choice will ensure your AI is working for you as efficiently and effectively as possible.

Once your GTM intelligence agent is in place, it can serve as the foundation for ongoing deal reviews and coaching. Determine how front-line managers can use dashboards, summaries, and key moment markers to review customer engagements and coach reps on their ability to reinforce SPICED or whatever other methodology / process you are using. AI + human coaching is an ideal way to leverage the capacity of your front-line managers. Even more leverage is available if you use AI to do some of the coaching independently (see Winning by Design Research Brief: AI Coaching in Go-to-Market and the Changing Role of the Frontline Manager [here](#) »).

Final Thoughts

The most important input to growth is the impact our customers experience with our product. And the most important information we have about that impact—both promised and delivered—is contained in the conversations we have with customers.

To responsibly manage growth across the bowtie, we must have visibility to customer conversations. GTM intelligence agents are the key to gathering and organizing information from customer conversations in a way that facilitates smoother handoffs, more closed deals, actionable sales and customer success trends, and even product feedback.

If you do not have a GTM intelligence agent working for you right now, run-don't-walk toward solving this. Find a solution that reads as much of your data as possible and presents it in the format you prefer. There are plenty of vendors collecting intelligence on sales data; fewer vendors are collecting intelligence on customer success, which is where most of your revenue is coming from after $10M in revenue. The most advanced agents are using SPICED as an operating model to structure GTM intelligence across the entire customer journey, from awareness through impact, through expansion.

Winning by Design's partners, certified to implement SPICED across the customer journey, include: Grain, Momentum, Fathom

Want to make this happen?

[Book Time with an Advisor](#)

SUPPLEMENTARY MATERIALS

The following supplementary materials are available in the full version of this report, available to subscribers in the reference library. For more information on subscribing, see winningbydesign.com/access-pass.

01 **Vendor Descriptions**

02 **Vendor Comparison**

03 **RFP Template**

04 **SPICED Blueprint**

05 **Coaching with Gong Trackers**

06 **The GTM Model**

READ OUR OTHER AI AGENT RESEARCH REPORTS

RESEARCH BRIEF

AI-ASSISTED MARKETING: MESSAGING & CONTENT

RESEARCH BRIEF

FACTS AND FEATURES: THE RISE OF AI SDRs

RESEARCH BRIEF

YOUR NEXT SOLUTION ENGINEER MAY BE AI - AND THAT'S A GOOD THING

RESEARCH BRIEF

AI COACHING IN GO-TO-MARKET AND THE CHANGING ROLE OF THE FRONTLINE MANAGER

AI AGENTS: RESEARCH ACROSS THE BOWTIE

RESEARCH BRIEF

AI POWERED PIPELINE MANAGEMENT

RESEARCH BRIEF

GTM INTELLIGENCE AGENTS

RESEARCH BRIEF

AI ON THE RIGHT SIDE OF THE BOWTIE

RESEARCH BRIEF

FROM CHAOS TO CLARITY: THE RISE OF GROWTH GUIDANCE SYSTEMS

Like what you read?

Send to a Colleague