The Four AI GTM Archetypes

A Blueprint for Accelerating Growth with AI

Winning by Design

The future of accelerated growth isn't about how fast AI evolves—it's about how fast we evolve to leverage it across our Go-To-Market (GTM) systems. Winning by Design has identified four archetypes that represent the journey toward AI-powered GTM maturity.

Level of Complexity	Assistive ● ○ ○	Agentic ● ● ○	Orchestrative ● ● ●	Autonomous ● ● ●
	Empower humans by automating repetitive tasks, speeding up research, and closing skill gaps.	Systematically transition lower-complexity, high-volume human tasks to AI while maintaining or improving performance.	Integrated across functions and stages of a GTM process, ensuring smooth, optimized, and consistent workflows.	Enable systems to make decisions independently within human-set boundaries, frameworks, and objectives.
Use Cases	⊕ Account research and lead intelligence gathering ⊕ Content creation and messaging personalization ⊕ Ideal Customer Profile (ICP) analysis and segmentation ⊕ Marketing campaign generation and optimization ⊕ Automated meeting note-taking and summarizing ⊕ Project management task automation	⊕ AI SDRs (Sales Development Reps) for outbound prospecting ⊕ AI onboarding agents for customer setup and FAQ handling ⊕ AI-powered CS (Customer Success) chatbots for ticket deflection	⊕ AI-driven lead-to-customer journey management ⊕ Automatic task routing and prioritization based on account scoring ⊕ Intelligent revenue forecasting and pipeline management ⊕ Marketing-to-sales alignment through real-time campaign insights	⊕ Fully autonomous revenue teams (sales, marketing, success) operating on set targets ⊕ AI systems self-adjusting GTM strategies based on market signals without human prompts
Key Considerations	★ Tool access, team training, security, reinforcement ★ Prompt engineering ★ Cross-sharing and top-down support	★ End to end workflow to hire, onboard, train and manage your AI agent ★ Continuous training and enablement for improvement	★ Integration with existing tech stack (CRM, ERP, CPQ systems) ★ Central governance of data sources and process flows ★ Change management and executive sponsorship	★ Framework design and guardrail enforcement ★ Exception handling protocols for edge cases

Figure 1: The four AI GTM archetypes

ARCHETYPE 1

Assistive AI: Empowering Individuals

Purpose: Enhance human productivity through AI tools

Use Cases:
- Account research and lead intelligence (e.g., Pocus)
- Content creation and personalization
- Automated note-taking
- ICP analysis and campaign optimization

Key Considerations:
- Tool access and team training
- Prompt engineering and reinforcement
- Ensuring security and governance

Summary: This is where most teams start. Tools like Perplexity, ChatGPT, and AI-powered CRMs help individuals close skill gaps, accelerate research, and reduce repetitive tasks.

ARCHETYPE 2

Agentic AI: Replacing Repetitive Human Tasks

Purpose: Assign targeted jobs to AI agents

Use Cases:
- AI SDRs for inbound/outbound prospecting (e.g., the AI SDR "Jack" used on our website)
- AI onboarding agents
- FAQ deflection and customer support bots

Key Considerations:
- Define jobs-to-be-done and agent scope
- Set clear performance goals and feedback cycles
- Continuous training and enablement

Summary: Treat AI agents like employees—hire, train, coach, and manage them. The key is precision: one agent for one role, not one agent for everything.

Orchestrated AI: Coordinating Across Functions

Purpose: Create system-wide intelligence and coordination

Use Cases:

- Marketing-to-sales handoffs
- AI-led pipeline prioritization and routing
- Cross-functional campaign and customer journey orchestration
- Intelligent revenue forecasting

Key Considerations:

- Integration across CRM, ERP, and GTM tech stack
- Centralized governance of data and workflows
- Executive sponsorship and change management

Summary: Orchestration is about aligning agents across the Bowtie—marketing, sales, onboarding, and success—so they function cohesively as one GTM system.

Autonomous AI: Self-Optimizing Systems

Purpose: Enable AI to make and execute decisions independently

Use Cases:

- Fully autonomous GTM teams executing against targets
- Real-time strategy adjustments driven by AI and market signals

Key Considerations:

- Guardrails, exception handling, and human-in-the-loop protocols
- Clear frameworks and boundaries for decision-making

Summary: Though still early, the path is clear: AI systems will eventually adjust GTM motions proactively, without human prompts. Feasible today—but adoption will depend on your readiness to trust the system.

Final Thought

We don't need to wait for AI to catch up. The question is: which archetype are you ready to adopt now—and what's your blueprint for advancing to the next?

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