

What are the top Go-to-Market trends for 2024

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The GTM world is waking up to the wonders of Generative AI but all that glitters isn't gold.

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We've hit 'Peak AI' every year since 2015, but then another peak comes along. In this report, we've assembled dozens of the best and brightest GTM leaders in the B2B industry to read the tea leaves on the most important aspects of 2024 trends in their own words.

Out of our survey data, we were surprised to see Predictive Analytics take the top spot, whereas AI Agents and ChatGPT are expected winners.

While everyone is excited about AI-generated content, AR/VR technology seems to have taken a back seat. Although there's been a lot of buzz around Apple Vision Pro, it's still uncertain if this will be the next big thing for remote selling, like the iPad or go thud like the Palm Pilot.

Big picture: 2024 will be the year of 'effectiveness' - one in which organizations will narrow their focus to the specific areas that create, amplify, and capture value at surprisingly granular levels.

Anne Hollander

Chief Strategy Officer, Thirty Capital

Go-to-market is broken in many organizations. Most are more into bravado, hero culture, and the 'Harder, Faster, Longer, Louder' sales management method and far less interested in systems thinking, aligned methodologies, and disciplined process.

Mike Kunkle

VP of Sales Effectiveness Services for SPARXiQ

The convergence of CRO and CMO roles is increasingly crucial. My earlier prediction regarding CMOs evolving into quota-carrying leaders holds true.

Mariana Cogan

CMO Hexagon Manufacturing Intelligence Americas

Investors will continue to look closely at burn rates, cash on hand, and growth metrics with a maniacal focus on investing in companies that target a massive market and understand what it takes to build a profitable company.



Doug Landis

Growth Partner, Emergence Capital / GTM Growth Consultant

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