

Presentation Template: How to Use

- **First, make a copy of this document** and rename it with version control in mind. This is the overall template for all speakers. Please do not edit it directly.
- **Then, make it your own.** Every single slide is fully customizable. All assets and elements on the slides can be moved, adjusted and replaced. Because of this, no elements are baked into template slide examples.
 - **Do not** make the body copy font size below 12 for legibility.
 - All headlines should be **Lexend Deca Medium**
 - Subheadlines should be **Lexend Deca Normal**
 - Body copy can be **Lexend Deca Normal** or Lexend Deca Light.
- **Remember, you have options.** Duplicate your favorite slides and feel free to combine, edit and pull elements from slide to slide! An appendix is included at the end of this deck to grab elements to create your custom designs. There are clean, basic slides templates included in the “layout” option as well in the toolbar.
- **Don't forget to delete or skip this slide** and the Appendix when all is said and done. For design elements, please follow the official event style guide [here](#) for more guidance.
Happy designing!

Note on some example slides, if you choose to cover up the bottom right corner, you will need to place the logo bug on top of your design asset.

INBOUND

The Creative Process — Iterating Towards GTM Alpha

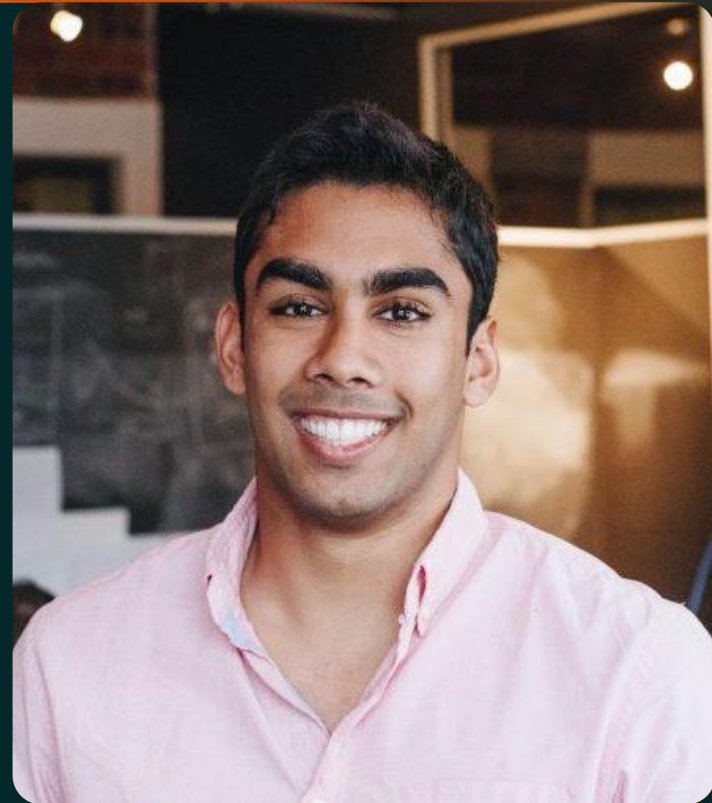
Yash Tekriwal

Agenda

1. Overview
2. Brainstorming
3. Planning
4. Building
5. Discussion + Q&A

Yash Tekriwal

Head of Education, Clay





Firstname
Surname

Title, Company



Firstname
Surname

Title, Company



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Title, Company

What is GTM Alpha?

Part 1: Brainstorm

GTM Alpha = Your competitive *edge*

- Exercise (10 minutes) - **Solo**
 - Come up with *multiple* creative GTM alpha ideas
 - CustomGPT: **<https://tinyurl.com/gtm-alpha>**

Part 1: Brainstorm

- Exercise (10 minutes) - **Groups**
 - Share your GTM alpha ideas With each other - add any new ones to your list

Part 2: Plan

Don't jump from idea to action

Planning your workflow will save you **hours** in any automation.

Yet, people skip this step all the time 😊

Let's walk through an example with **a meeting prep doc automation**



Part 2: Plan!

- **Insert Diagram/Visualization
Here of Planning for Meeting
Prep Notes**

Part 2: Plan!

- Meeting Prep Doc Automation
 - Example - Sai G
 - Tip: Have a manual example *first* to plan your automation

Part 3: Build!

Regrouping Time

- 01** Outbound
- 02** Inbound
- 03** Lead Generation
- 04** CRM | Data Enrichment
- 05** Other

Part 3: Build!

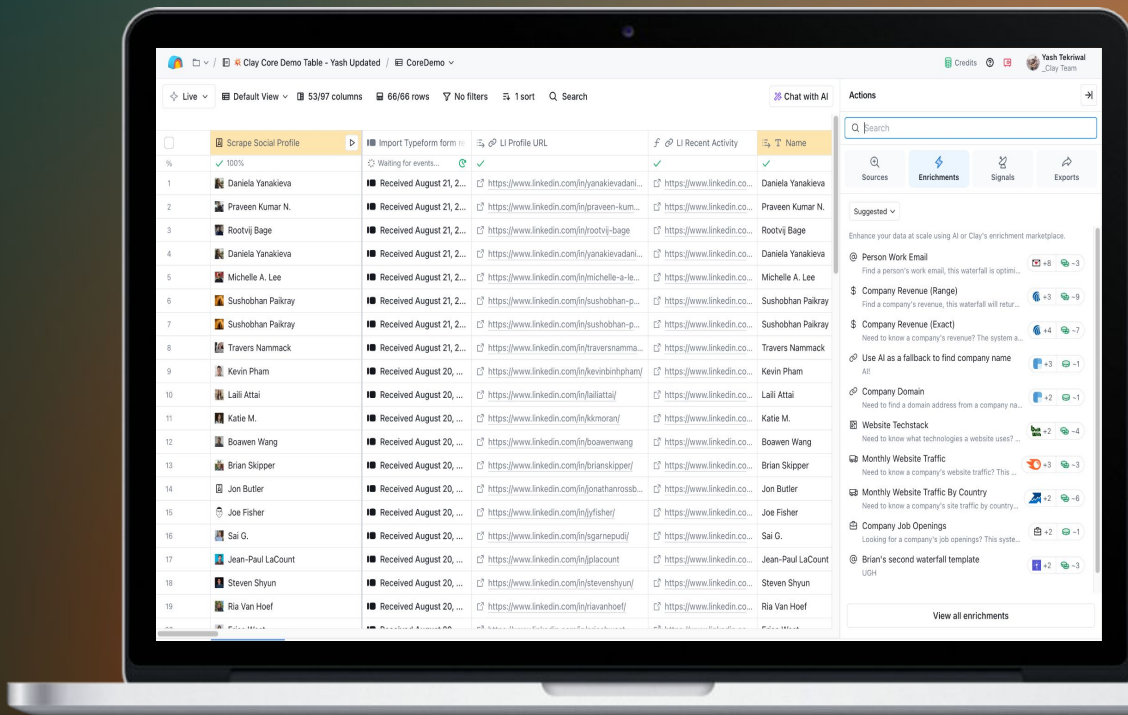
Exercise (45 mins)

- 01** Form sub sub-groups of 3-4, and if you get blocked, discuss as a group before raising a hand!
- 02** Clay will walk around and help groups + make quick announcements during if there are themes for everyone to watch/pay attention to
- 03** If you have an urgent question/are blocked - raise your hand and we'll get to you asap!

Part 3: Build!

Getting Started

- Create an account on Clay.com
- Watch the quick demo
- Build!



Share + Q&A

Next Steps

Resources to continue building!

01

[Clay.com/university](https://clay.com/university) and
clay.com/university/cohorts

02

[Eric Nowoslawski YouTube](#)

03

Link to this PPT:
<https://tinyurl.com/gtm-alpha-ppt>

Please Rate Our Session!

**We hope you enjoyed today's session.
Please head to the INBOUND mobile app
to provide your feedback.
Thank you!**



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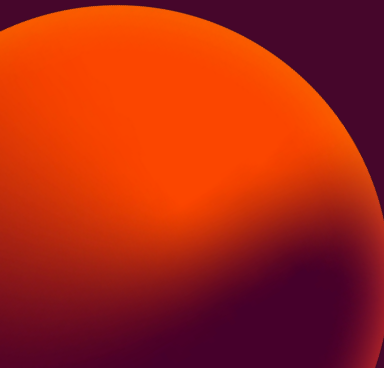
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Operating model:

- **Wednesdays:** [Agenda](#) provided with working group
- **Thursdays:** IN25 Tiger Team working group meeting
- **Fridays:** High-level project update (Asana portfolio recap from Thursday's meeting) + & Recording & Link to weekly progress report

*Please add any documents to our [Shared drive](#)

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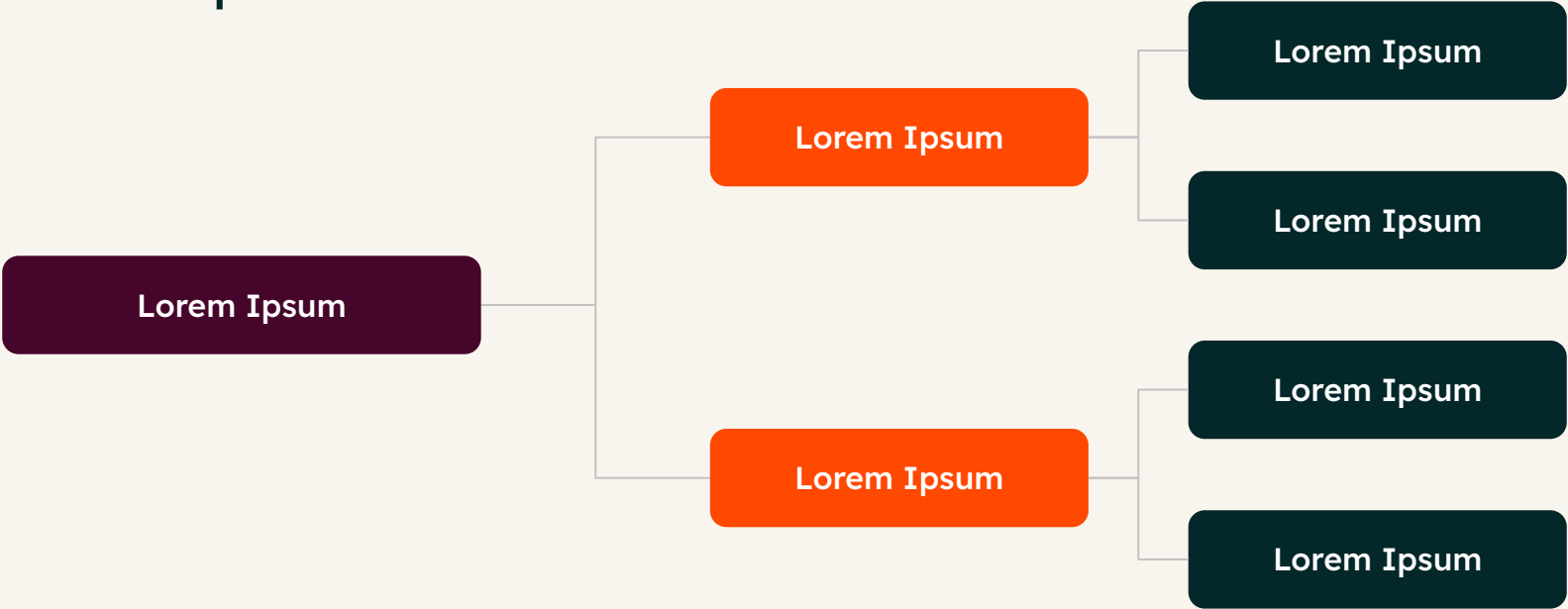
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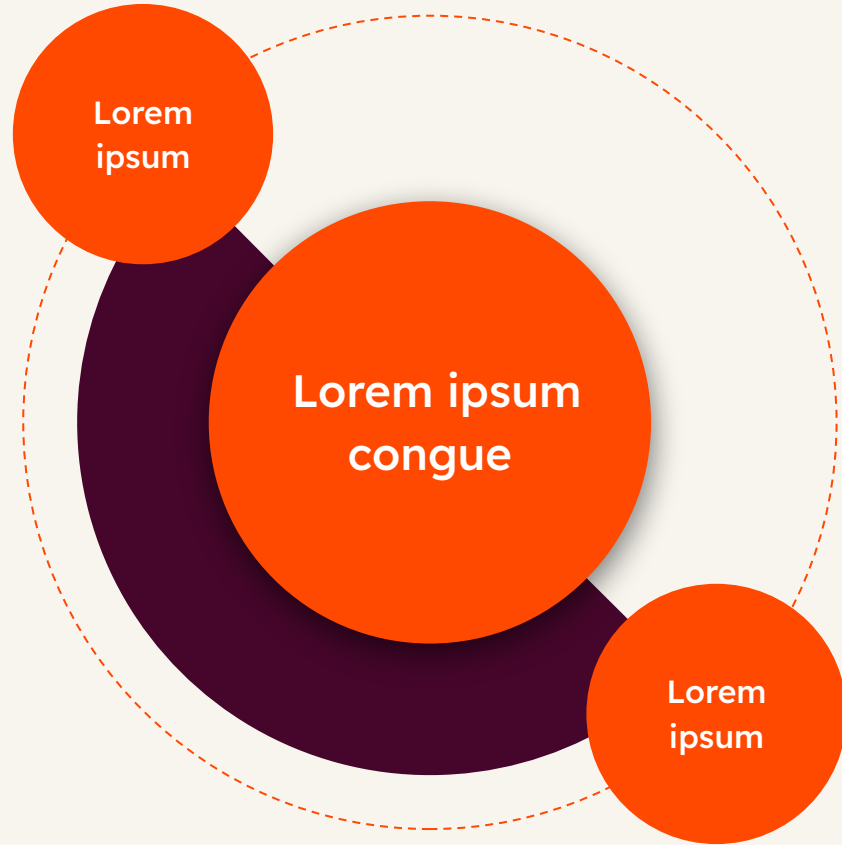
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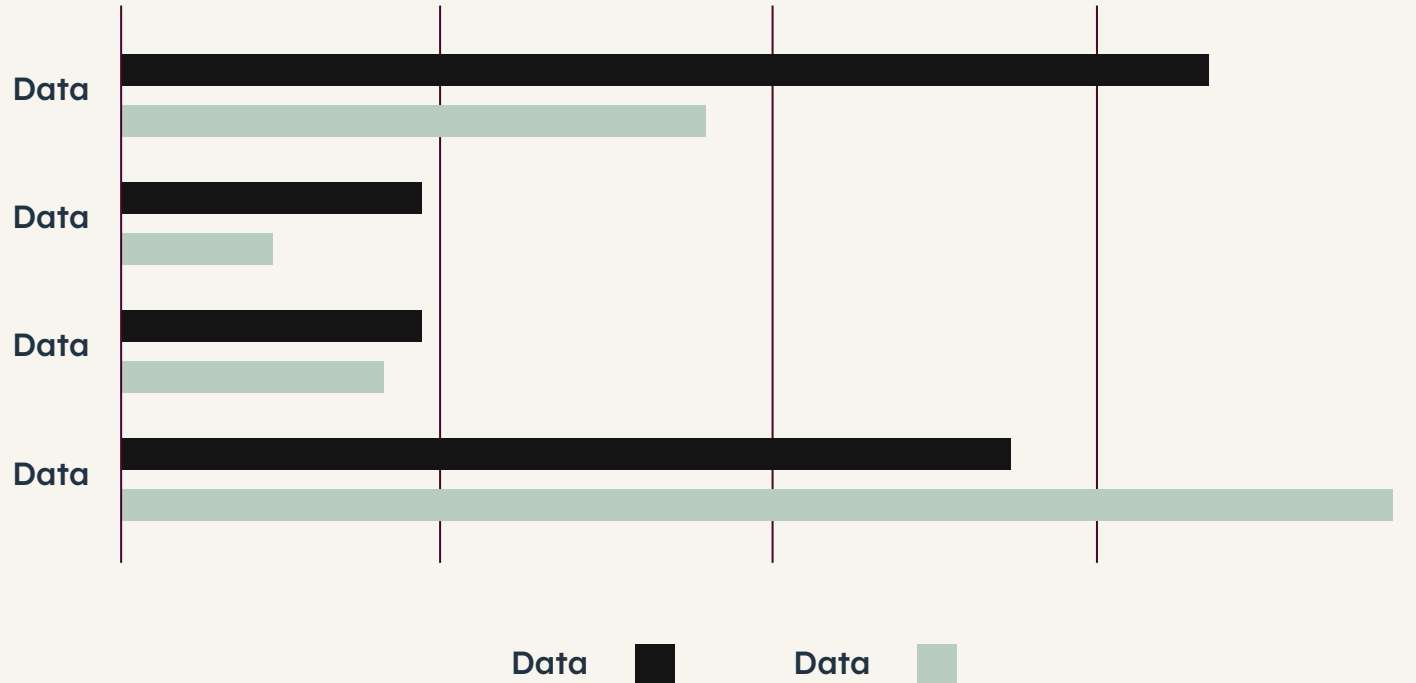
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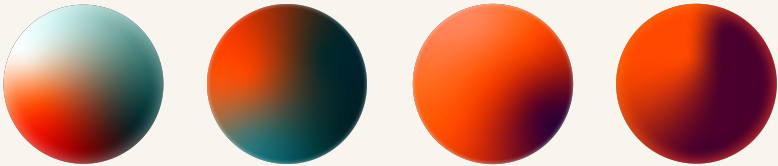
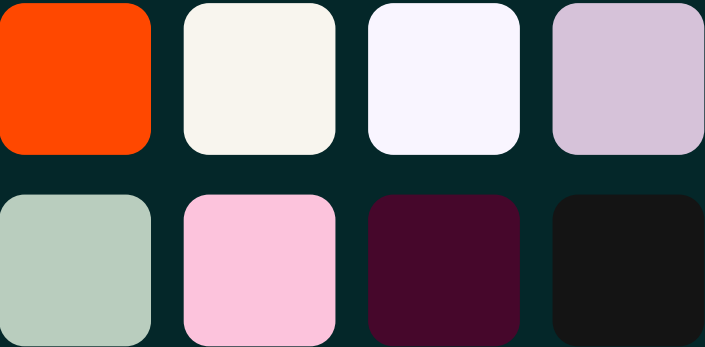


Appendix

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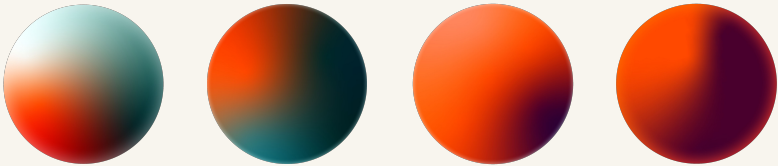
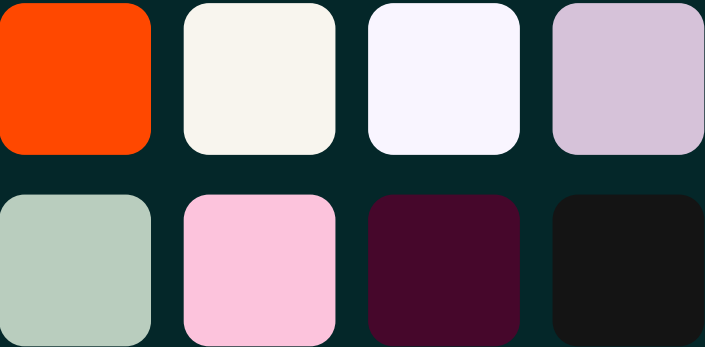
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Appendix

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