

CRUCIBLE GTM

EMBEDDED GO-TO-MARKET EXECUTION

ENGAGEMENT STORY · ILLUSTRATIVE MODEL

# From team adoption to enterprise revenue.

How Crucible installs a revenue system inside a product-led B2B software company — turning scattered enterprise interest into a buyer path the team can run and a partner channel can actually sell.

---

CLIENT X · ANONYMIZED COMPOSITE

Mid-stage · Product-led B2B software

Strong team adoption · Enterprise motion unbuilt

Crucible GTM

[cruciblegtm.com](https://cruciblegtm.com)

Nav Kaul, Founder

## THE SITUATION

# A working growth engine that stops at the org chart.

THE MOST COMMON FAILURE PATTERN FOR PRODUCT-LED SOFTWARE COMPANIES.

Client X had built a product-led engine that worked. Word of mouth, integrations, and low-friction signup brought individual users and small teams onto the product at scale. The company had every surface a larger buyer would need to find it. And almost none of that adoption was converting into enterprise revenue.

The interest was there. Enterprise teams kept showing up: multi-team rollout requests, procurement questions, a reseller asking what there was to bring to their customers. Each opportunity was handled bespoke, then forgotten. None of it compounded. The buying path was a team signup flow wearing an enterprise channel's clothes, and the partner ecosystem had nothing concrete to bring to a customer conversation.

*Bottoms-up adoption earns you a seat inside the team. It doesn't close an enterprise contract — and it doesn't arm a partner to sell one.*

## WHAT WAS ACTUALLY BROKEN

## 01 · OFFER

## No enterprise product

Pricing, packaging, and terms were built for a team with a credit card. An organization could not see what it would buy org-wide, who would own it, or how it maps to budget.

## 02 · PATH

## A signup flow, not a buying path

The buying surfaces supported team self-serve, not enterprise procurement. No org-wide terms, no security-review artifacts, no trust signals, no guided path for a buyer who isn't the end user.

## 03 · ACTIVATION

## Partners had nothing to sell

Resellers and SIs introduce specific offers to specific buyers. They cannot champion a team subscription to a procurement team. Without a buyer, an offer, and a path, the channel stays dark.

## THE DIAGNOSTIC READ

Crucible's first move is not to build. It is to find the one segment where demand is already clustering and the learning loop is fastest. For Client X, the signal was hiding in plain sight: across several apparent segments, the same buyer kept recurring — **an operations leader who needed to standardize a tool their teams had already adopted**. The segments looked different. The buyer was the same. That read reframes the whole engagement: the job is not to activate every channel at once. It is to build one buyer path end-to-end, prove it, and make the second one easier because the offer, the channel path, and the operating system already exist.

## THE BUILD

# One buyer. One offer. One path. One operating system.

AN EIGHT-WEEK EMBEDDED BUILD, SEQUENCED SO YOUR PARTNER CHANNEL BECOMES A MULTIPLIER ON SOMETHING REAL — NOT A SUBSTITUTE FOR IT.

## WEEK 1

## Commit the first buyer

Confirm the segment through demand data, partner and field relationship mapping, and customer-conversation review. Lock the commercial architecture: **how the enterprise offer relates to the existing self-serve base**. This decision gates everything downstream and is signed by the executive sponsor before any building starts.

## WEEKS 2-3

## Build the enterprise offer

Org-wide pricing, admin and security controls, annual terms. Reposition the buying surfaces for enterprise procurement: guided entry, a trial path a buyer can sponsor, security and trust signals, buyer-readable terms. Build the demo-to-qualified-lead motion that converts interest into pipeline.

## WEEKS 4-6

## Activate the partner channel

Turn dormant reseller and SI relationships into one buyer path. Engage named contacts with a concrete offer they can introduce. Build the lighthouse list: **40 to 50 prioritized accounts** where the path gets pressure-tested against real buyers, not a broad outbound spray.

## WEEKS 7-8

## Run it, then hand it over

Advance the lighthouse accounts toward live partner-supported meetings. Instrument the path so the team can see what converts. Prepare the second segment. Hand off a working operating system the client owns, not a slide deck they file.

## WHAT MAKES THIS DIFFERENT FROM ADVISORY

### Installed, not recommended

The output is a working revenue system, not a strategy document the team has to go execute alone.

### Sequenced for reality

The offer is built before the channel is activated, because partner teams cannot sell what does not yet exist.

### Built for how you already grow

Enterprise buying is layered on top of a working self-serve engine, without disrupting the motion that already brings users in.

### Owned at handoff

Senior operator attention throughout. The client runs the system after week 8 without dependency.

## THE OUTCOMES MODEL

# What a built path is engineered to produce.

SINGLE BASE CASE · STRETCH BUT ACHIEVABLE · BENCHMARK-GROUNDED TARGETS.

How to read this. Client X is an anonymized composite of Crucible's core ICP: product-led software companies, roughly \$10M-\$100M ARR, with a strong self-serve base and enterprise demand they are not yet capturing. The figures below are a single modeled base case grounded in independent benchmark and engagement data — what a successful engagement is built to produce.

## 4–9×

Average deal-size uplift, enterprise agreement vs. team subscription

## 3–5×

Conversion lift from repositioned buying surfaces and a sponsored enterprise trial

## +15–25<sub>pts</sub>

Net revenue retention gain from org-wide standardization

## 30–40%

Faster deal cycles on partner-supported opportunities versus direct

## +25–40%

Higher win rate on opportunities influenced by partner co-sell

## Wk 6–8

First partner-supported enterprise meetings underway, not waiting on inbound

About these figures. A single modeled base case grounded in independent benchmark and engagement data. Ranges are engagement targets and vary by product, segment, and starting state.

## WHERE CRUCIBLE FITS

Strategy firms decide where to play and how to compete. **Crucible installs and runs the system** that turns those decisions into pipeline and revenue — across the buying surfaces and partner channels where the deals actually close. The two are complementary: strategy is the hypothesis, installation is what tests it against the real buyer. For software companies that already know the opportunity is real and need it operationalized, that installation layer is the work.

## Enterprise interest keeps arriving.

*None of it compounds.*

That gap is the whole job. One conversation tells us whether it's worth closing.

Crucible GTM · nav@cruciblegtm.com · cruciblegtm.com