

## ALIGNMENT TIPS

## Product + GTM leaders

Product leaders that want to build their career and standing in the organization have to have the full backing of GTM leadership. By building strong relationships and fostering a culture of collaboration and open communication, they can ensure the consistency, predictability, and alignment on messaging that GTM leaders so sorely need.



- ♦ **Establish regular communication** channels by setting up recurring meetings or check-ins with team leads to stay informed on their needs and to share updates on product developments.
- ♦ **Actively listen and gather feedback** by encouraging team leads to provide feedback on product features and enhancements. Use this feedback to guide product development decisions.
- ♦ **Collaborate to develop GTM strategies** that effectively communicate the value of new products and features to customers and prospects.
- ♦ **Involve customer success in the product development** process by inviting leads to participate in ideation and user research sessions to ensure that customer needs are being addressed.
- ♦ **Build trust and transparency** by being transparent about product decisions and roadmaps, and by following through on commitments and delivering on promises.

**PARTNER BENEFIT:**

Collaborating closely with the product team can provide GTM leaders with a clear understanding of the product vision and roadmap, enabling them to build their plans around it and sell the vision rather than the features to customers.



### Want more tips on building better relationships with your colleagues?

Check out the rest of our collaboration cheat sheets here:

[Achieving Product-GTM Alignment](#)

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