

Six-Layer Revenue AI System Map

A practical view of how the GTM system fits together — from the truth layer to execution, with AI multiplying across it all.

VISUAL MODEL

Think of the system as a set of connected layers. Each one has a job. The power comes from how they work together.

Truth → Focus → Translation → Engagement → Execution

05

Downstream Execution

Pipeline progression, deal health, coaching, and forecast confidence.

04

Midstream Engagement

Inbound, outbound, meetings, follow-up, and rep workflows.

03

Bridge Capabilities

Matching, routing, workflow logic, segmentation, and activation.

02

Upstream Intelligence

Account selection, intent, research, and prioritization.

01

Foundation

CRM, data model, ownership, lifecycle logic, governance, and trust.

06 AI CROSS-LAYER Multiplier across the whole system

A stack is what you buy.
A system is how the layers connect, move, and create flow.

Design for
flow.

Use this map to see whether the first fix is in truth, focus, translation, engagement, execution, or AI.

Stack-to-System Audit

A 7-minute executive worksheet to pinpoint where your stack is creating friction - and which system layer to strengthen first.

Executive diagnostic • Founder / CEO / CRO / CMO / RevOps • Takes 7 minutes

1 | WHAT FEELS MOST TRUE RIGHT NOW?

Check the 1-2 statements that feel most true right now.

- ☐ Tool count keeps rising, but execution still feels slower than it should.
- ☐ Signals exist, but they are not consistently translating into action.
- ☐ Different teams still see the same account in different ways.
- ☐ Routing, ownership, or lifecycle logic are not trusted enough to move fast.
- ☐ Handoffs still depend on manual workarounds or tribal knowledge.
- ☐ AI is creating more output, but not enough coordinated flow.

2 | AUDIT YOUR SYSTEM LAYER BY LAYER

Rate each statement 1-5 • 1 = unclear / weak • 3 = partly true • 5 = clear / trusted / working

01 Foundation

Core data, lifecycle logic, and ownership are trusted enough to act quickly.

Score ___ /5

02 Upstream Intelligence

We can tell which accounts and signals deserve focus now.

Score ___ /5

03 Bridge Capabilities

Signals reliably turn into routed, execution-ready action.

Score ___ /5

04 Midstream Engagement

Teams work from the greater context at the right time.

Score ___ /5

05 Downstream Execution

Pipeline progression and forecast confidence reflect real account reality.

Score ___ /5

06 AI Cross-Layer

AI is amplifying a clear system, not adding noise to a fragmented one.

Score ___ /5

3 | YOUR READOUT

Your lowest score usually points to the first weak layer. If two are tied, use the symptoms above to break the tie.

Your first design priority: _____

Foundation

Upstream

Bridge

Midstream

Downstream

AI layer

What to Do First by Weakest Layer

Use your weakest layer below to narrow the first move, avoid tool sprawl, and create a win your team can trust.

01 Strengthen the Foundation

Start here if: data trust or ownership slows action.

Do first: tighten core fields and lifecycle rules.

Hold off on: adding AI on top of messy truth.

90-day win: faster decisions and more team trust.

02 Sharpen Upstream Intelligence

Start here if: teams debate which accounts or signals matter.

Do first: define thresholds and shared account view.

Hold off on: more dashboards without prioritization.

90-day win: better focus and faster follow-up.

03 Fix the Bridge

Start here if: signals show up but the next action stays vague.

Do first: improve matching, routing, activation.

Hold off on: adding more signal sources too soon.

90-day win: cleaner handoffs and more signal action.

04 Tighten Midstream Engagement

Start here if: reps work with weak context or bad timing.

Do first: redesign one core play around owner and next step.

Hold off on: more sequences without better context.

90-day win: better response quality and cleaner execution.

05 Improve Downstream Execution

Start here if: reviews or forecasts still feel disconnected.

Do first: tighten progression logic and review rhythm.

Hold off on: treating reporting as if it equals learning.

90-day win: more trusted pipeline movement.

06 Reground the AI Layer

Start here if: AI creates activity, not coordinated flow.

Do first: anchor AI to one workflow with human check.

Hold off on: scaling pilots on fragmented motion.

90-day win: less noise and more useful output.

COMMIT THE FIRST 90-DAY MOVE

Pick one first move - and be explicit about what you are not doing yet.

Our weakest layer is _____ Owner _____

By day 90, success looks like _____

What we are not doing yet _____