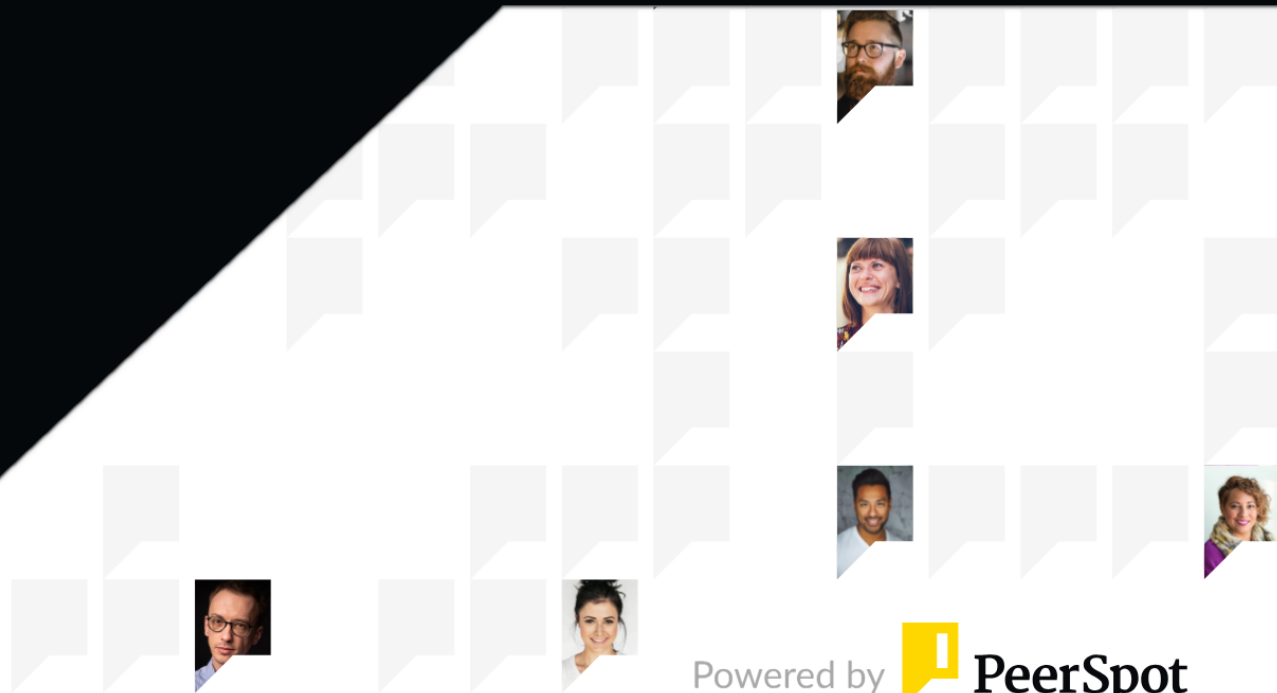


aws marketplace

GTM Buddy

**Reviews, tips, and  
advice from real users**



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# Contents

Product Recap..... 3 - 4

Valuable Features..... 5 - 11

Other Solutions Considered..... 12

ROI..... 13 - 14

Use Case..... 15 - 18

Setup..... 19

Customer Service and Support..... 20

Other Advice..... 21 - 24

About PeerSpot..... 25 - 26

# Product Recap



GTM Buddy

# GTM Buddy Recap

GTM Buddy is a dynamic platform designed to enhance sales productivity and effectiveness by integrating real-time data insights and analytics into the sales process, facilitating more informed decision-making.

By seamlessly connecting to existing CRM systems, GTM Buddy offers sales teams enhanced visibility into customer interactions, streamlining workflows to maximize efficiency. The comprehensive analytics and insights provided ensure that every step of the sales process is data-informed, increasing the likelihood of success in competitive markets. Its intuitive interface encourages adoption across teams, promoting a data-driven culture within organizations.

## What are GTM Buddy's key features?

- **Real-Time Data Insights:** Delivers immediate analytics to support strategic sales decisions.
- **CRM Integration:** Seamlessly connects with existing CRM tools for enhanced data visibility.
- **Sales Performance Analytics:** Offers detailed reports to track and improve sales efforts.
- **User-Friendly Interface:** Encourages adoption with a simple, intuitive design.

## What benefits and ROI should users look for?

- **Increased Sales Efficiency:** Streamlined workflows lead to faster deal closures.
- **Data-Driven Decisions:** Access to comprehensive insights encourages informed actions.
- **Enhanced Competitive Edge:** Data-backed strategies improve market positioning.

GTM Buddy is widely adopted across industries like technology and finance, where real-time insights and CRM integration significantly impact sales team productivity and strategy formulation. Organizations in these sectors benefit from the platform's ability to provide actionable insights that directly influence performance, making it a valuable addition to any sales strategy.

# Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “With the help of AI role play and LMS, we offer dynamic judgment-free practice simulations to our sales representatives based on actual deal scenarios so that they can make all the mistakes they want and learn and grow from them, and with the help of this, we have been able to close deals much faster and improve our overall efficiency by 30%.”



**Sumesh Gansar**

Product Marketing Manager at Samsung

- ✓ “We have achieved an ROI saving of roughly around 780,000 dollars in the last six months, and the time saved is around 14 hours per week.”



**Shashank Shukla**

CRM Manager at a tech vendor with 51-200 employees

- ✓ “GTM Buddy has positively impacted my organization as it moves beyond basic content completion and tracks behavioral patterns, knowledge decay, and buyer signals that help get my sales team immediate intervention.”



**Chandler Elmore, MBA**

Community Manager at Lightsource bp

- ✓ “The biggest return on investment came from improved sales productivity, as teams now spend less time searching for content and more time engaging with customers.”



**AnkitSingh6**

Senior Lead Analytics Engineer at a outsourcing company with 5,001-10,000 employees

- ✓ “GTM Buddy has positively impacted my organization because my reps can practice mock cold calls before actually getting on the phones, which makes them more confident.”



**Validated user**

BD Lead at a comms service provider with 11-50 employees

What users had to say about valuable features:

“The best features GTM Buddy offers are that it can listen to examples of good calls and pretend to be a prospect, then create a mock cold call scenario for my reps to practice with. GTM Buddy has positively impacted my organization because my reps can practice mock cold calls before actually getting on the phones, which makes them more confident.

GTM Buddy generates those scenarios in an automated way, but you can customize it yourself.

I have noticed about 20% faster ramp as a specific outcome from this..”

**Validated user**

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BD Lead at a comms service provider with 11-50 employees

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“The most valuable features of GTM Buddy include in-flow activation and zero context switching with contextual suggestions, automatically scanning calendar invites, email threads, and CRM deal stages to surface relevant decks and case studies and track documentation directly in Gmail or Outlook, Salesforce, or HubSpot. Just-in-time battle cards detect competitor names in incoming emails and meeting invites, instantly providing competitive objection handling scripts without a manual search. GTM Buddy's Agentic AI allows sellers to ask natural language questions, such as how to handle objections, and get deal-specific answers instantly. The AI role play and coaching features prepare reps for upcoming meetings and run AI-driven scenario role plays and automated coaching aligned to company sales methodology.

“GTM Buddy's Agentic AI has been quite useful and improved revenue proof and casual analytics. Content ROI and attribution go beyond vanity metrics, mapping specific context usually directs to where our rate accelerates deal cycles. CRM data hygiene and auto-syncs automatically log buyer engagement and context sharing into a CRM opportunity, eliminating the manual rep logging..”

**Shashank Shukla**

CRM Manager at a tech vendor with 51-200 employees

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“The best features GTM Buddy offers include constructing talk tracks and rehearsing scenarios dynamically, functioning as an AI roleplay machine.

“My team and I use the talk track and roleplay features to stay organized more than anything; however, we do not use them day-to-day. We use them when we have a client or when we have a historical entry in our CRM that we need to look up.

“GTM Buddy has positively impacted my organization as it moves beyond basic content completion and tracks behavioral patterns, knowledge decay, and buyer signals that help get my sales team immediate intervention.

“I was able to get my sales team the information they needed to close a lead and provide them with the historical context on a client so they could move forward confidently with the most up-to-date information, which demonstrates the positive impact of GTM Buddy..”

**Chandler Elmore, MBA**

Community Manager at Lightsource bp

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“The most valuable feature for me is the AI-powered content recommendation engine, which helps representatives quickly find relevant case studies, presentations, and product information without manual searching through multiple folders and files. This really saves time and improves productivity, ensuring the sales team uses the most relevant and up-to-date content.

“Another feature that is valuable to me is the digital sales room, which provides a centralized space for the sales team to share content, collaborate with other teams, and track engagement. The analytics feature is also very helpful to understand which sales assets are being used most frequently, and the seamless integration with CRM platforms is crucial because it allows the sales team to access relevant content directly within their daily workflow without switching between multiple applications.

“GTM Buddy positively impacts my organization by making sales content more accessible and easier to use, allowing sales representatives to spend much less time searching through data and more time engaging with customers. It also improves the consistency in messaging across the team and helps increase the adoption of approved content, contributing to better sales productivity and a more streamlined enablement process overall..”

**AnkitSingh6**

Senior Lead Analytics Engineer at a outsourcing company with 5,001-10,000 employees

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“One great thing that GTM Buddy offers is the AI Co-pilot and the automations that it provides. With the help of that, we prepare pre-meeting insights, draft post-meeting summaries, and handle follow-up actions autonomously. There is a learning management system, the LMS, and AI role play that it offers, so that we can practice our simulations based on real deal scenarios and execute them when the time comes.

“With the help of AI role play and LMS, we offer dynamic judgment-free practice simulations to our sales representatives based on actual deal scenarios so that they can make all the mistakes they want and learn and grow from them. When real-time deals happen or real-time pipeline adjustments happen, they know how to react and correct and close the deal in a much faster way. With the help of this, we have been able to close deals much faster and improve our overall efficiency by 30%.

“GTM Buddy offers a Digital Sales Room with which we are able to track buyer engagement levels and share content interaction to give our sellers much more visibility into deal momentum. With the help of a Digital Sales Room, the engagement level insight is converted into actionable data so that we close deals in a much faster way. Deals that took around 60 days to 70 days to close now get closed within 40 to 45 days..”

**Sumesh Gansar**

Product Marketing Manager at Samsung

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## Other Solutions Considered

“We definitely searched the marketplace when evaluating sales enablement and buyer engagement platforms. The GTM Buddy team typically evaluates main categories, which were legacy and enterprise sales enablement giants such as Highspot and Seismic, the traditional market leaders, and looked into conversion intelligence and AI revenue platforms such as Gong and Chorus, digital sales room specialists such as GetAccept and Mutual Rooms, and Doc and LGO. We chose GTM Buddy because specialized DSR addresses late-stage buyer sharing but doesn't solve early-stage seller enablement. GTM Buddy surfaces battle cards and objection handling directly in Gmail and Outlook during early outreach. Highspot and Seismic primarily operate as standalone content portals, often suffering from low daily seller adoption since reps must leave their inbox or CRM to search for assets, leading to high administrative maintenance and search friction..”

**Shashank Shukla**

CRM Manager at a tech vendor with 51-200 employees

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# ROI

Real user quotes about their ROI:

“We have seen a return on investment in terms of the time saved. The deals that took 60 days to get closed now get closed in 40 to 45 days. We have seen a 30% improvement in our overall efficiency..”

**Sumesh Gansar**

Product Marketing Manager at Samsung

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“I cannot answer questions regarding the return on investment because I do not know the investment. You cannot provide a metric for return on investment if you do not know the investment..”

**Validated user**

BD Lead at a comms service provider with 11-50 employees

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“The biggest return on investment came from improved sales productivity, as teams now spend less time searching for content and more time engaging with customers. Previously, they spent around thirty to thirty-five minutes searching for content, but now it is reduced to one to two minutes to find and connect with clients, leading to a reduction of three to five hours each week. I also see better utilization of existing sales assets and improved consistency in customer-facing communication..”

**AnkitSingh6**

Senior Lead Analytics Engineer at a outsourcing company with 5,001-10,000 employees

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# Use Case

“My main use case for GTM Buddy is role play training for my BDR team. A specific example of how I use GTM Buddy for role play training with my BDR team is that I get them to do mock cold calls with GTM Buddy. This is the main thing I use GTM Buddy for..”

**Validated user**[Read full review](#) 

BD Lead at a comms service provider with 11-50 employees

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“I use GTM Buddy to support our sales and enablement process, which helps the sales team quickly access relevant content, playbooks, battle cards, and product information during customer interactions. GTM Buddy ensures that sales representatives can find the right information without spending too much time searching through multiple systems.

“During customer conversations, GTM Buddy suggests relevant sales content and case studies based on the context, and it really helps our team respond faster and improve the consistency of customer messaging across the organization..”

**AnkitSingh6**[Read full review](#) 

Senior Lead Analytics Engineer at a outsourcing company with 5,001-10,000 employees

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“My main use case for GTM Buddy is to eliminate content chaos and context switching for my sales team.

“A specific example of how I use GTM Buddy to eliminate content chaos and reduce context switching is that it embeds intelligence straight into tools such as my CRM that I use and email, so that my sales representatives do not have to jump across different tabs or manual portals. It keeps everything streamlined in one place.

“My main use case also includes predictive meeting prep and follow-up, as it automatically surfaces background context on attendees and helps me keep my sales team streamlined and organized..”

**Chandler Elmore, MBA**

Community Manager at Lightsource bp

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“We have been using GTM Buddy for about two years. We primarily use GTM Buddy as a revenue activation platform for our B2B sales and revenue. We connect content, learn from it, provide coaching, engage buyers, and execute deals, as it gives us clear visibility into what is happening with our product and what is influencing the ramp time, deal progression, and win rates.

“With the help of GTM Buddy, we connect different revenue signals, tools, and workflows into one conversational interface so that we can better analyze seller performance and turn these insights into action-based intents. We directly embed it into our everyday work tools like CRM systems, emails, and calendars so that we deliver contextual content, real-time guidance, and automated meeting preparations. We integrate with different CRMs and emails, and we connect, learn, and execute deals so that we get better clarity..”

**Sumesh Gansar**

Product Marketing Manager at Samsung

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“GTM Buddy provides AI-powered and just-in-time sales enablement. Instead of requiring a rep to search through static portals like HubSpot or Seismic, GTM Buddy automatically surfaces the relevant sales content and competitive battle cards and ROI calculators directly inside the tools sellers already use daily, such as Gmail, Outlook, Salesforce, HubSpot, and LinkedIn. The core operational capabilities include contextual content delivery, where battle cards are automatically surfaced along with competitor landmines and objection handling scripts the moment a competitor's name appears in an email or a meeting invite. Additional capabilities include buyers engagement analytics, seller workflows integrations, and automated CRM sync-ups.

“The context would be an enterprise account, such as an executive or CRM manager, pitching a SaaS deal when the buyer sends an unexpected email during an evaluation phase. Without GTM Buddy, an AE drops what they are doing and searches through Slack pings to product marketing or spends 20 minutes hunting through Google Drive to find the latest security decks and competitive sheets. With GTM Buddy, the buddy browser email extension scans the email text and detects the mention of a competitor and immediately surfaces the particular file in a contextual sidebar right inside Gmail or Outlook. Real-time engagement tracking notifies the AE when the prospective buyer opens the complaints and documentation. The system immediately alerts the solution architects and then prospective IT teams reviewing the documentation, allowing them to proactively offer a quick 15-minute tech call for Q&A. GTM Buddy is positively impacting the business by reducing response time to high-stakes objections from three hours to under three minutes. The platform prevents pipeline momentum stall at the IT security review phases, keeping the deals moving toward close..”

**Shashank Shukla**

CRM Manager at a tech vendor with 51-200 employees

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# Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The setup process is straightforward and does not require significant infrastructure costs. The licensing model is easy to manage, and I found good value in improved sales productivity, although the pricing may be high for smaller organizations..”

**AnkitSingh6**

[Read full review](#) 

Senior Lead Analytics Engineer at a outsourcing company with 5,001-10,000 employees

# Customer Service and Support

“The customer support is excellent and gives us constant attention when required. I would give customer support a rating of 10 out of 10, as their customer support is quite impressive and provides solutions when we need them, solving our issues on time..”

**Shashank Shukla**

CRM Manager at a tech vendor with 51-200 employees

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“Customer support has generally been responsive and helpful, with a knowledgeable support team that works closely with customers to resolve issues. Complex requests may take some time to resolve, but overall, the experience has been positive as they guide us through problems promptly.

“Integration is quite straightforward and does not require improvement, and the support team is very friendly and responsive to queries..”

**AnkitSingh6**

Senior Lead Analytics Engineer at a outsourcing company with 5,001-10,000 employees

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## Other Advice

“My advice to others looking into using GTM Buddy is that this is a good tool that will help your sales team and help keep you organized. I would rate this product an 8 out of 10..”

**Chandler Elmore, MBA**

Community Manager at Lightsource bp

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“My advice to others looking into using GTM Buddy is to use it because it is good. I would rate GTM Buddy an eight out of ten because it is good, but it is not perfect. .”

**Validated user**

BD Lead at a comms service provider with 11-50 employees

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“If you are looking to use GTM Buddy, I advise spending time organizing and tagging your sales content before implementation. With its AI-driven recommendations, this tool truly saves time when searching for content and ensures alignment between sales, marketing, and teams on content ownership and governance, maximizing adoption and improving quality. I would rate this product a seven out of ten..”

**AnkitSingh6**

Senior Lead Analytics Engineer at a outsourcing company with 5,001-10,000 employees

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“I would definitely recommend others to start using GTM Buddy at the earliest because any new business that wants to cater to customers and wants to understand the customer rather than just sell to the customer must definitely use platforms like GTM Buddy.

“I think it is a highly secure platform. The AI capabilities are very good. The AI does not just focus on closing deals but gives us good content or good actionable insights. GTM Buddy is very secure in my opinion.

“I believe it is highly accurate and highly reliable because every time we use it, the result that we get is pretty constant. There is no mismatch in data that it provides. I would rate it very highly. I have given this review a rating of 10..”

**Sumesh Gansar**

Product Marketing Manager at Samsung

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“From a CRM and security perspective, GTM Buddy's governance and security model is strong, particularly because it was built specifically for enterprise B2B sales teams dealing with sensitive CRM data and NDA-backed customer collateral and email threads. Evaluating its AI architecture across compliance, data isolation, and operational risks highlights several key considerations such as no public training usage, context boundary isolations, CRM and workspace permission inheritance, and role-based access controls. These are a few things I find to be critical.

“In terms of AI accuracy and output reliability, I would give GTM Buddy a rating of 8 out of 10. It's a fair rating; its performance expectations align well with traditional enablement tools that struggle. What works exceptionally well is the high ground accuracy via knowledge graphs. Unlike the standard RAG system that queries static file folders, GTM Buddy maps uploaded documentation, CRM objects, and call insights into connected knowledge graphs. When a seller uses Ask Buddy for RFP, technical questions, or compliance details, it pulls exact answers directly

from verified source documents rather than generating a generic response.

“GTM Buddy is deployed as a multi-tenant cloud-native application hosted on public cloud infrastructure, primarily [AWS](#). We usually use the core [AWS](#) infrastructure.

“If they are looking forward to a specialized DSR that addresses late-stage buyer sharing or post-call analysis or conversation intelligence and want to avoid the operational struggles caused by Highspot and Seismic, which operate primarily as standalone content portals suffering from low daily seller adoption, they should definitely move to GTM Buddy. My overall rating for GTM Buddy is 8 out of 10..”

**Shashank Shukla**

CRM Manager at a tech vendor with 51-200 employees

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