

Go-to-market planning today is manual, scattered and always a step behind. Lative connects it.

Lative connects sales strategy to execution through a live GTM operating model and infrastructure.

INSIGHTS

+ 24 %

Improvement in sales productivity

PLANNING

– 12 hrs/week

Saved on manual planning and reconciliation

EXECUTION

x 3.2

Faster identification of risks and performance gaps

Four revenue questions every team must answer

Most teams still answer these in spreadsheets, rebuilt from scratch every planning cycle. Lative keeps them live, connected, and always current.

SALES CAPACITY

Will we hit our number?

Capacity = Headcount × Productivity

Ensures you have the capacity to hit targets through smarter forecasting, hiring and resource planning.

SALES PRODUCTIVITY

How will we hit our number?

Productivity = (Revenue / Rep) / Time

Tracks sales performance to build realistic plans, set achievable targets and measure strategic impact.

SALES EFFICIENCY

Can we hit it efficiently?

Efficiency = Cost + Productivity + Time

Drives profitable, efficient growth with smarter budget and investment decisions.

MARKETING INTELLIGENCE

Is marketing driving revenue?

Revenue Impact = Campaign × Pipeline × Attribution

Connects marketing investment to pipeline, revenue and measurable business impact.

Your AI-native GTM Planning Infrastructure and Process Layer

Lative models pipeline, productivity, ramp, quotas, and capacity across every business dimension, transforming fragmented GTM data into multi-dimensional insights that help leaders plan with greater precision and act with confidence.

INSIGHTS

Spot the real drivers of performance

Empower faster, smarter decisions to accelerate growth



PLAN

Build GTM plans you can trust

Create scalable plans and optimize hiring strategies with precision



EXECUTE

Track progress and adapt fast

Stay proactive, ensuring you hit and exceed your targets



“We like Lative because it centralizes planning to one platform, making it easy to surface insights and saves time. I can easily move between different scenarios, and the user interface is great.”

Eddie Parkansky, Director Sales Strategy and Planning, Intercom

