

Legacy GTM → agentic GTM

A seismic shift is underway: go-to-market is moving from the legacy playbook, built on human bandwidth, to an agentic motion that acts on signals and compounds what it learns.

	A KNOW →	B ATTRACT →	C ENGAGE →	D CONVERT →	E RETAIN →	F RUN
Legacy	Bought records, stale on arrival ICP as a firmographic filter Battlecard in a wiki, updated after a loss	Rank on page one of Google Quarterly content calendar Spend, wait, argue about attribution	Form → MQL → SLA → SDR queue Build list, load sequence, send Points for a whitepaper download	MEDDIC typed in on Friday night Deal risk = whichever rep is diligent "Can I do 18%?" waits days for deal desk	Handoff deck thrown over the wall Renewal work starts 90 days out Health score = logins + NPS	Forecast = rep commit plus gut Governance wasn't a GTM job Headcount scales with pipeline
Agentic	One living entity per account ICP learned from what actually closed Compet intel assembled from live calls	Be the answer the AI cites Continuous, held to one message model Budget follows observed intent	Qualified in conversation, instantly Triggered by signal, not list membership Scores with reasons a human can overrule	Qualification observed from the call Risk surfaced with the next action attached Pricing policy answers instantly	Context travels with the account Risk shows up two quarters early Leading signals, next step attached	Forecast from observed deal behaviour Governance is a first-class discipline Leverage shifts from hiring to systems

The eight shifts — *legacy* → *agentic* every function above is an instance of one of these

01 Campaigns →

Continuous loops

02 Lists →

Signals

03 Scarcity rationing →

Abundance governance

04 Activity records →

Outcome memory

05 Funnel →

Loop

06 Tools per function →

A layer beneath them

07 Managing people →

Governing agents

08 Headcount leverage →

System leverage

Read the full report →

From legacy GTM to the agentic GTM universe