



The Bridge Sponsor

From 40,000 teams of 3 to 1,000 teams of 10+ | Senior PMM Assignment
by Will Mulholland

Created with

GAMMA

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I started with a question

Before picking personas, I interviewed Kevin Bogdanov – former Sales Enablement Leader at Indeed and Salesforce.

The question: "When your sales team struggles with content creation, what do they 'hire' to solve it?"

His answer:

“

"They hire the enablement team, not a tool.
The enablement leader feels the pain – they translate product into content, run pilots, prove ROI.
The VP approves the budget AFTER the enablement leader builds the case."

”

I validated this pattern through conversations with sales enablement and commercial leaders at Mastercard, UpGuard, Deel, and Rithum, plus Gartner research, McKinsey data, and enterprise case studies (Truist, HubSpot, Illumina). Same story kept showing up.

This led me beyond your four provided personas. The real enterprise buyer isn't the VP from your brief — it's the enablement leader. That's the persona that unlocks your 40K → 1K teams goal.

How this solves what you told me you need



Your goal:

40K teams with 3+ users → 1K teams of 10+ users



The question

How do you position for both PLG landing AND enterprise conversion?



The answer

Target the champion who runs the pilot, not the executive who signs the PO.

Two personas, dual GTM motion

- **Marcus (Sales Rep)** lands individual users through PLG.
- **Kevin (Enablement Director)** converts scattered usage into team adoption.

Same product, different stories:

- **Marcus (PLG):** "Turn client research into winning decks in 30 min"
- **Kevin (Enterprise):** "Turn 4-week content cycles into 1-week launches"

Seismic stores and distributes. Gong analyzes. Gamma takes the chaos—product docs, Jira tickets, PM notes—and turns it into content reps can use.

Different audiences, different playbooks. Marketing and Sales stay aligned without mixed messaging.

"But wait... what about James?"

Here's the thing:

- James might already be bought in.
- He has a mandate from above to transform how sales creates content.
- He's not waiting for Kevin to convince him: he's waiting for Kevin to execute.

They're a buying committee, not separate buyers. James signs the PO. Kevin runs the pilot, trains the field, and proves the value. Transformation is weaponising enablement.

Gartner says the average B2B buying committee has 14 people. James and Kevin are two heads of the same monster.

Target Kevin to reach James: that's the enterprise motion.



1

Positioning / Identity crisis

→ Bridge Sponsor resolves the "AI PowerPoint" vs "Visual Storytelling" tension

April Dunford insight: market category shapes buyer perception.

Gamma is the AI creation layer for sales enablement.

Seismic stores and distributes. Gong analyses. Gamma creates.

That's the gap. Kevin's insight: "Reduce surface area — integrate with what exists." Gamma isn't another platform to manage. It's the engine that makes existing investments more valuable.

2

Pricing research

→ Two approaches that test different hypotheses

Van Westendorp price sensitivity research answers the real question:

- Is complexity killing conversion? (Test: Simplification – 6 plans → 4)
- Is credit confusion the blocker? (Test: Transparency – calculator shows ROI upfront)

Test both, measure what works. No more guessing.

3

B2B team adoption

→ Kevin IS the person who converts scattered usage into team adoption

Enterprise buying pattern (validated across Kevin, Truist, HubSpot):

- VPs approve budgets AFTER champions prove value
- Enablement leaders run 90-day pilots
- They have budget influence AND operational mandate

Target the person who feels the pain. Not the approver – the champion.

Persona 1: Marcus Thompson

Senior Account Executive | Series D B2B SaaS

VALUE PROPOSITION

Turn client research into winning decks at the speed of thought.

30 minutes instead of 3 hours.
Every hour back goes to quota, not formatting.

KEY BENEFIT

Respond while the iron is hot.

Discovery call at 9 AM, first draft ready by 10. Review, refine, send by lunch. Deals move at the speed of thought — not the speed of PowerPoint.

PAIN POINT

The Frankendeck problem:

"I have forty different slide templates the designers made me, but my idea doesn't fit neatly into any of them. To get my four-column idea onto this three-column template I have to screw with the margins for half an hour and then I mess up the colors so instead I'm going to use an unapproved template."

This is exactly what Gamma solves: your content, beautiful by default, no margin-fighting required.



What he uses today

Current Solution	Why He Uses It	Where Gamma Wins	What This Means for Marcus
Google Slides + company templates	Free, familiar, "approved"	80% faster ¹ (2–3 hrs → 30–40 min)	2 extra prospect meetings per week instead of fighting with slides
Ask design team for polish	Gets professional output	Same-day vs 48–72 hr wait	Responds whilst the prospect is still excited — deal momentum, not waiting
Canva	Better than Slides, easy templates	AI generates first draft	Shows up as the expert with tailored content, not generic templates
Reuse old decks	Fast, no new work	Fresh + personalised every time	Proves he understands their business — customer intimacy in every deck

The thing is — Marcus isn't choosing "Gamma vs. PowerPoint." He's choosing "spend 3 hours building" vs. "spend 30 minutes reviewing AI output." The real competitor is his own time.

Where Gamma wins vs. doesn't matter

Table stakes (what everyone expects):

- Professional output
- Brand consistency
- Export to PDF/PPTX
- Template control

Where Gamma wins:

- AI design partner – brings vision to life instantly
- 80% time reduction
- Beautiful by default – no design skills needed
- Notes → deck workflow



¹Reddit r/SaaS case study: B2B SaaS company reduced deck creation from 2–3 hours to 30–40 minutes

Features to emphasise



Client research → deck generation

Paste research notes, annual report insights, discovery notes — get a tailored deck in minutes



One-click regeneration

Change the prompt, regenerate the whole deck instantly



Brand template library

Company-approved templates with customisation freedom



Export flexibility

PDF, PPTX, or share as interactive Gamma link



Real-time collaboration

Work with teammates on the same deck simultaneously

Messaging pillars

1. Speed to action

"Respond whilst the prospect is still excited. Discovery call at 9 AM, first draft ready by 10. Review, refine, and send by lunch. Deals move at the speed of thought — not the speed of PowerPoint."

2. Win more, not just work faster

"Every hour you're not fighting with slides is an hour you could be prospecting. That time adds up fast."

3. Pipeline proof in minutes

No more 'where's the deck?' messages. Show demonstrable progress on every deal. Pipeline reviews become show-and-tell, not interrogations.

4. Win the race to respond

Your competitors are responding to clients within an hour. They've got more data at their fingertips than ever before. The reps that move fastest are the ones closing deals.

Objections he'll have

"I don't have time to learn another tool"

If you can't figure it out in 5 minutes, it's not worth your time. We get it. Paste your notes, get a deck. No training, no onboarding call. Most reps create their first deck in under 10 minutes.

"How does this fit with my existing workflow?"

Export to PPTX for anyone who needs that format. Share Gamma links for interactive presentations. Works in browser — no IT approval, no waiting. Doesn't replace your stack, just makes the presentation step faster.

"My manager won't approve another tool"

\$16/month. Less than your coffee budget. Or start free - no credit card, no approval needed to try it. Plenty of reps expense their own tools that help them hit quota.

"What if the AI gets my industry or context wrong?"

AI generates the first draft in seconds. You maintain 100% control over messaging and narrative. Most reps spend 5 minutes refining, not rebuilding. You're always in the driver's seat.

"Will this look professional enough for enterprise prospects?"

Real feedback from B2B sales teams: prospects say Gamma decks look "modern" and "like you actually understand software." They don't know it's AI-generated - they just see professional design.

"This just isn't a priority for me right now"

Totally get it — deck building isn't top of mind for most reps. But while you're still formatting slides, your competitors are responding to prospects within an hour. The reps that move fastest are the ones closing deals.

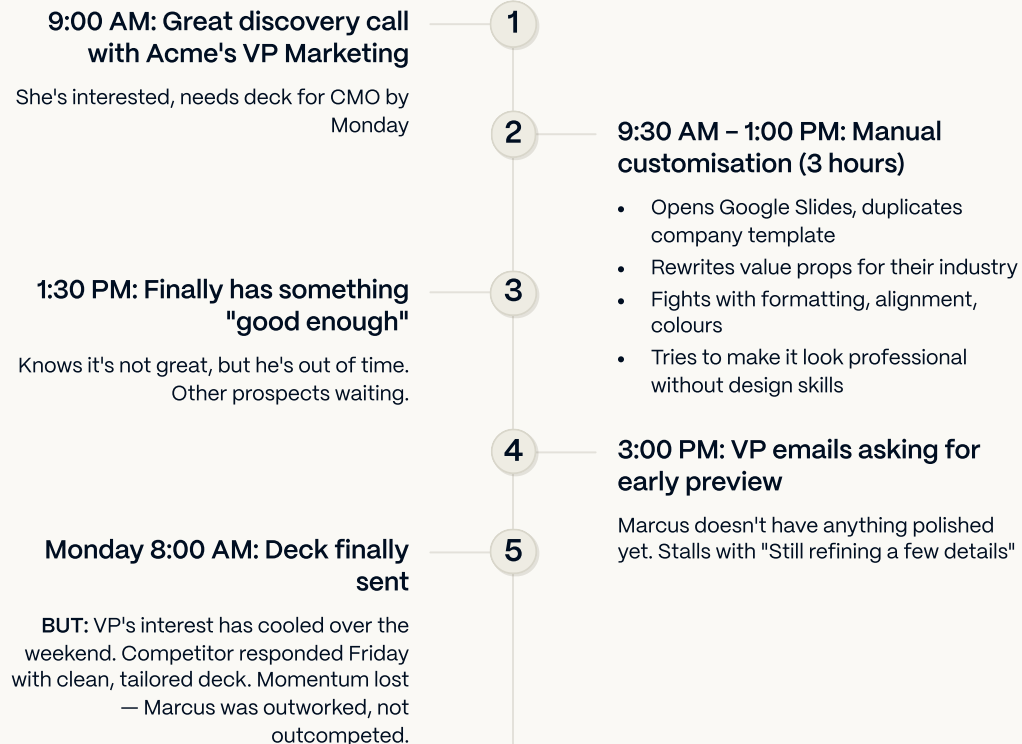
Call to action

40,000+ teams are already winning on speed. Are you? Start free. No credit card. First deck in 10 minutes.

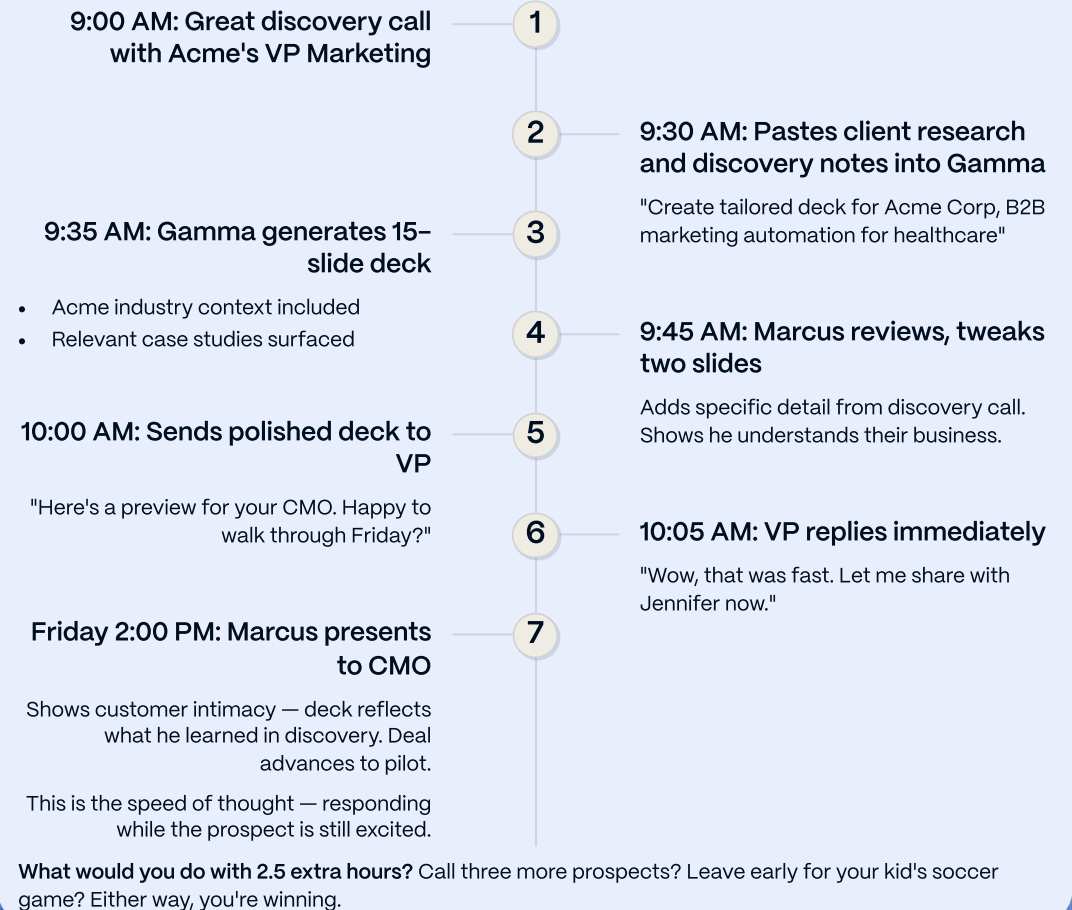
A day in Marcus's life

The job he's hiring Gamma to do: win the race to respond in competitive deals.

Without Gamma:



With Gamma:



The transformation:

3 hours → 30 minutes. Weekend stress → Friday close. Lost momentum → deal acceleration.

This is the speed of thought, responding whilst the prospect is still excited.

The numbers:

80%

faster

B2B SaaS teams reduced deck creation from 2–3 hours to 30–40 minutes

5–10%

revenue lift

Personalised sales content can drive 5–10% revenue uplift (McKinsey; via Storydoc research)

1.8x

more likely

Gartner: Buyers 1.8x more likely to complete deals when reps use AI-powered tools

92%

faster

Truist case study: 92% faster client deck creation with content automation (Seismic)

40K+

teams

40,000+ teams already use Gamma to speed up their sales workflow

Persona 2: Kevin Lee

Director of Sales Enablement | 500-person sales org

WHY THIS PERSONA

This is the non-obvious persona.

💡 **Remember:** Kevin + James = Buying Committee

Kevin builds the case. James approves the budget. Your messaging lands with Kevin — the person who feels the pain daily and runs the pilot that proves value.

VALUE PROPOSITION

Turn product launches into field-ready content in 1 week, not 4.

Your team stops drowning in manual translation work. Reps stop complaining you're not agile enough.

THE TRANSLATION BURDEN

Kevin is the bridge between product and sales. His team translates PM jargon into content reps can use. The translation burden is real:

- 500 sales reps waiting on materials
- 100+ product/feature changes per quarter to communicate
- 9 new sales programs per quarter (~3 per week) needing content
- Dozens of people manually translating product materials into field-ready assets
- Content bottlenecks that delay every launch

What Kevin cares about

Kevin serves two masters:

1. **Demonstrating value to sales** — Are reps winning more deals because of the content we create?
2. **Demonstrating efficiency to finance** — Are we operating effectively with the resources we have?

He's a hybrid cost center and revenue center. Attribution is always tricky, but Kevin needs to show both sides of the equation.

Every hour his team spends formatting is an hour not spent building trust with product or sales leadership. Gamma gives that time back.

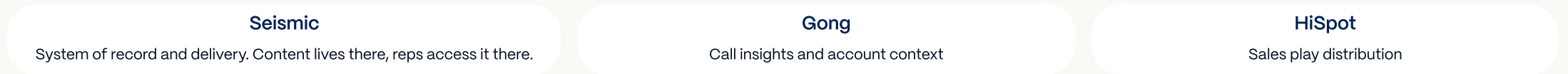


What he uses today

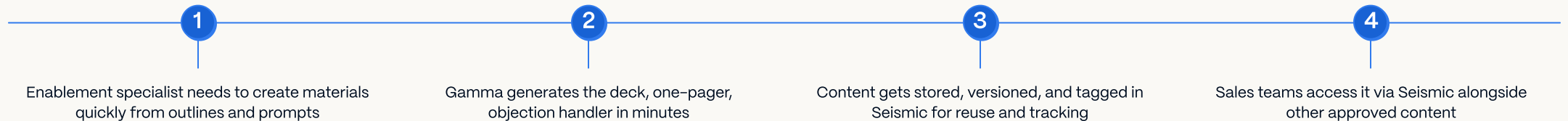
Current Solution	Why They Use It	Where Gamma Wins
In-house enablement team	They own the translation burden	80% capacity freed (8 hrs vs 40 hrs per launch)
Cross-functional review cycles	Stakeholder alignment	1 week vs 4 weeks (Kevin interview data)
Google Slides/PowerPoint templates	Company-mandated default	Speed without changing standards (works with existing templates)
Seismic/Highspot	Content storage and distribution to reps	Gamma creates, Seismic distributes (complementary)

The integration opportunity

Kevin doesn't want to replace his enablement stack. He wants to enhance it.



Here's the workflow that makes sense:



Gamma is the creation layer. Seismic is the distribution layer. Different jobs.

Reps often complain that enablement isn't agile enough — Gamma addresses that by making content creation the fast part of the workflow.

Features to emphasise



Template lock

Core brand assets protected, reps get speed within guardrails



Team workspaces

Admin controls, usage visibility, bulk seat management



API integrations

Connect to Seismic, Gong, HiSpot (API-ready, partnership opportunities)



Usage analytics

Track adoption, prove ROI, build business case with data



Enterprise SSO

One login, IT-approved, no shadow IT concerns



Batch template deployment

Push new templates to 500 reps instantly

Messaging pillars

1. Turn product complexity into field-ready content

"No more 4-week content creation cycles. No more endless revision rounds. 1 week, not 4."

2. Be as agile as reps need you to be

"Reps complain enablement isn't fast enough. They're right. With 100+ product changes per quarter and 9 new programmes every month, you can't keep up manually. Gamma makes creation the fast part of your workflow."

3. Stop reps from going off-script

"Every deck stays on-brand, on-message. Template governance means your positioning reaches customers the way you intended — not the way a rushed rep rewrote it at midnight."

4. Win over sales AND finance

"Sales needs to love you. Finance needs to see ROI. Run a pilot with 10 reps. Measure time saved, content quality, adoption. The results will speak for themselves."

5. One process, not four

"Stop juggling PowerPoint templates, design requests, stakeholder reviews, and brand guidelines. Gamma pulls it together — reps get what they need, you keep control."



Objections he'll have

"We use Seismic/Highspot"

Fantastic — you don't need to change. Keep using Seismic for distribution. Gamma creates the content faster. Your CMS stores and distributes. Gamma creates. Absolutely complementary.

"How do I get 500 reps to adopt another tool?"

You don't force it. Run a 10-rep pilot, measure time saved. Let the results make the case. Champions spread adoption faster than mandates.

"What about brand governance?"

Template lock means reps can't mess with core assets. They get speed, you keep control. That's the deal.

"My VP needs a business case"

That's what the 90-day pilot builds. Time saved, cost reduction, content quality metrics. You bring the data, the budget conversation gets easy.

"What's this going to cost us?"

Predictable. Annual or monthly seat pricing — no variable token costs that blow up your forecast. You need to plan budget, not explain overages.

Call to action

Run a 10-rep pilot. 90 days. The results will speak for themselves.

A month in Kevin's life

The job he's hiring Gamma to do: translate product launches into field-ready content **before** reps start calling.

Without Gamma:

Week 1 Monday: Product launches new AI feature

Enablement team gets 47-page product doc from PM (sits in Jira)

Needs to become field-ready sales materials

Task force gets stood up, cross-functional working group established

Week 2-3: Translation process (40 hours)

- 3 enablement team members working full-time
- Rewrite technical language → value language
- **Key challenge:** Not just translating — weaving new feature into existing stories
- How does this fit the narrative we're already telling clients?
- Create: Sales deck, one-pager, objection handler, demo script
- Designer requests submitted (2-day queue)

Week 4 Friday: Materials finally ready

But reps already started calling Week 1 with nothing

Confused messaging, too many disconnected stories



Week 1-2: Stakeholder alignment

- 11 people on the call: enablement, product marketing, training, legal
- Product notes never have the information needed
- Iterative back-and-forth: "How does this integrate with X?"
- Second meeting scheduled two weeks out

Week 3-4: Revision cycles

- Sales leaders want different emphasis
- Legal flags compliance language
- Back to formatting instead of strategy

With Gamma:

Monday 9 AM: Product launches new AI feature

Monday 11 AM: First draft ready for review

Kevin reviews, makes 3 edits

Monday 4 PM: Materials distributed to 500 reps

Monday 10 AM: Enablement team pastes PM's positioning doc into Gamma

"Create field-ready sales deck for new AI feature, enterprise audience"

Monday 2 PM: Training deck, one-pager, objection handler all generated

Tuesday onwards: Reps selling with fewer, bigger stories from day one



The transformation:

Metric	Without Gamma	With Gamma
Content creation time	40 hours	8 hours
Team capacity freed	0% (all hands on deck)	80%¹ (focus on strategy and stakeholders, not formatting)
Cycle time	4 weeks	1 week
Rep readiness	Delayed, confused	Day-two confident (generate, review, deploy)

Where this works best:

Gamma excels at agile, smaller content needs — the 100+ product changes per quarter that pile up and overwhelm enablement teams. The major strategic programmes (like quarterly sales themes involving stakeholder deliberation) still need human judgement. But the backlog of "we need a deck for this by Friday"? That's where Gamma shines.

Why Kevin is the enterprise unlock:

"VPs approve budgets AFTER the enablement leader builds the case."

Kevin:

- Feels the pain daily (not three levels removed like a VP)
- Has budget influence AND operational mandate
- Runs the pilot that proves value
- Builds the business case that gets VP approval
- Lies awake at night - he NEEDS this, the VP just wants it

This is how you turn 40K scattered users into 1K teams of 10+.

¹ Reddit r/SaaS case study: B2B SaaS company reduced deck creation from 2-3 hours to 30-40 minutes

Why this persona pairing wins

The obvious choice: Sales Rep + Enterprise VP

Everyone will probably pick this. It's correct. But it's expected.

The insight Kevin revealed:

Enterprise VPs don't feel the pain. They're three levels removed from the work.

The enablement leader feels it daily. Has budget influence. Has urgency. Runs the pilot.

Target the champion, not the approver.

The person closest to the pain becomes your champion. Kevin lies awake at night. The VP might want this — Kevin needs it.

The pattern holds across 4 sources:

Kevin Bogdanov: "Enablement feels the pain"	Gartner: 69% of B2B buyers build business case before purchase
Truist case study: 92% faster deck creation through enablement automation	McKinsey: Sales enablement investment → 20% uplift

This isn't one interview. Same story keeps showing up.

How the personas work together:

Persona	Role in growth	Connection to goal
Marcus (Sales Rep)	Lands users. PLG viral loop.	How users get INTO companies
Kevin (Bridge Sponsor)	Converts scattered usage to team adoption	How 40K becomes 1K teams of 10+

Marcus lands. Kevin expands. Together they're your growth motion.

The PLG → Enterprise Conversion Path

This is how 40,000 scattered teams become 1,000 teams of 10+:



The adoption path is Marcus → Kevin → James. Target each at the right moment.

Pricing Approach A – Simplification





Hypothesis: Choice overload is killing conversion

The problem:

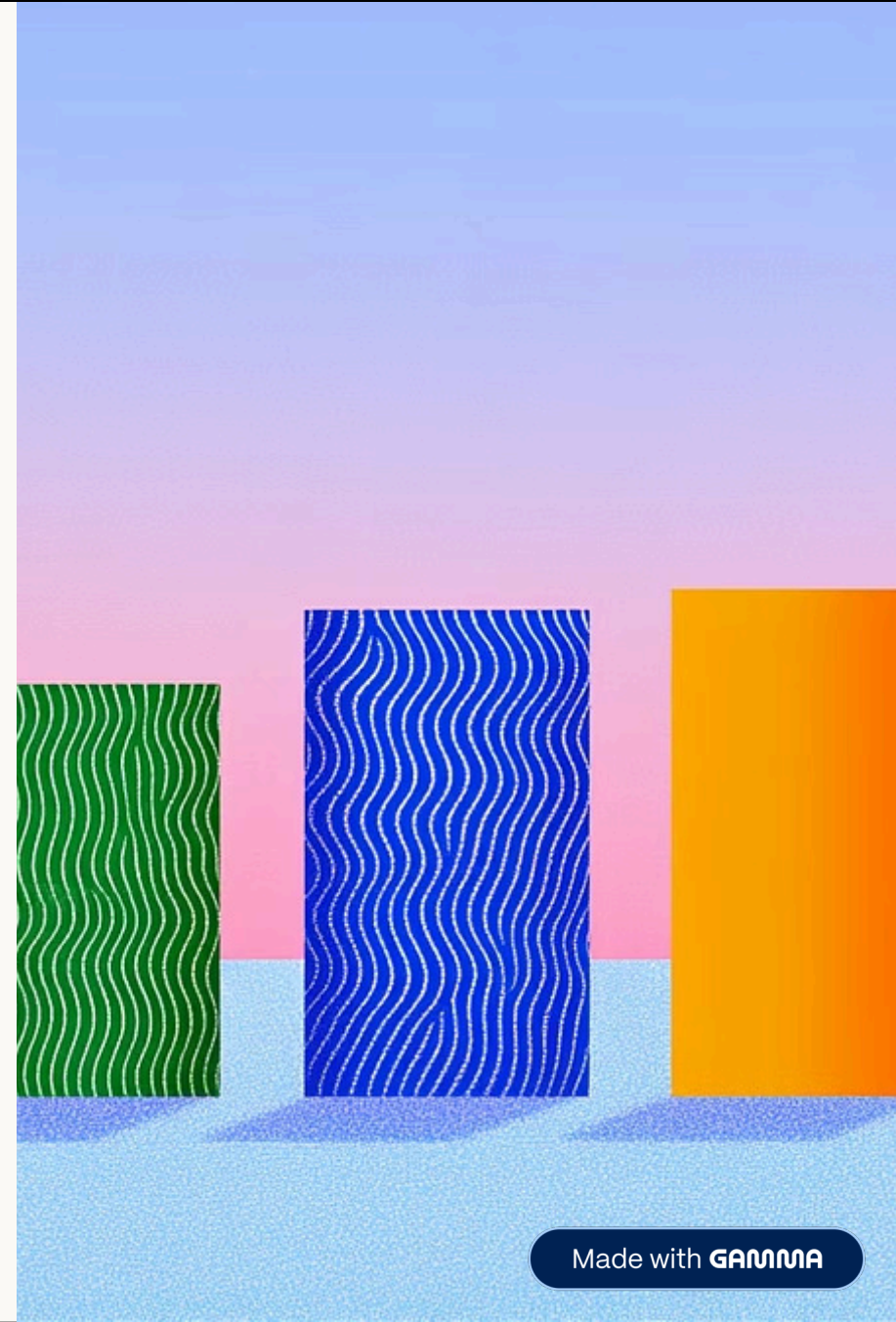
Current pricing page has 6 options. That's a lot to process. Research on choice overload: more options often means fewer decisions. People freeze.

The test:

Reduce from 6 plans to 4:

 Free (trial / individual)	 Pro (\$16/month – individual power user)
 Team (\$20/user/month – small teams)	 Enterprise (custom – large orgs)

Clearer value props for each tier. Less cognitive load.



Choose the right plan for you

Monthly Annual Save up to 28%

NOTE: CHANGE 1 — SIMPLIFIED STRUCTURE

Removed Individual/Team toggle. All 4 tiers visible in single row. "Most Popular" badge moved to Team tier to drive team adoption.

Free

\$0

Explore Gamma

- ✓ 400 credits to start
- ✓ 10 cards per prompt
- ✓ Basic AI models
- ✓ PDF & PPTX export

Start for free

No credit card required

Pro

\$12

 /month

\$10/mo billed annually
Create without limits

- ✓ 2,000 credits/month
- ✓ 30 cards per prompt
- ✓ Premium AI models
- ✓ Remove Gamma branding
- ✓ Custom branding & fonts
- ✓ API access

Get started

Most Popular

Team

\$20

 /seat/month

\$17/seat billed annually
Collaborate with your team

- ✓ 6,000 credits/seat/month
- ✓ Everything in Pro, plus:
- ✓ Shared folders & workspaces
- ✓ Custom company theme
- ✓ Admin controls
- ✓ Centralized billing

Get started

Business

\$40

 /seat/month

\$34/seat billed annually | min 5 seats
Scale across your organization

- ✓ 10,000 credits/seat/month
- ✓ Everything in Team, plus:
- ✓ SSO authentication
- ✓ SOC 2 documentation
- ✓ Advanced AI models
- ✓ Advanced data controls

Contact sales

For 100+ seats. Need fewer? Start free trial above.

 LIVE MOCKUP:

Click here

Key changes implemented in mockup:

1

Toggle removed

All 4 tiers visible in single row

2

"Most Popular" moved to Team tier

Drives team adoption

3

Feature comparison matrix added

Easy side-by-side comparison

4

Credit clarity callout with tooltips

Answers "what can I create?" upfront with hover education

5

"Obviously inferior" Free tier styling

Dashed border, reduced opacity drives paid conversion

What we'd measure:

- Time on pricing page (should decrease)
- Conversion rate by tier
- Support tickets about pricing (should decrease)
- Drop-off at plan selection step

Why this might work:

If the problem is "I don't understand which plan is right for me," simplification helps.

If the problem is something else (credit confusion, trust, price sensitivity), this won't move the needle.

That's why we test both approaches.

Risks and tradeoffs:

Lose ability to upsell incrementally (fewer steps between tiers)

Power users might feel underserved if mid-tier options disappear

Could commoditise perception if pricing looks "too simple"

Pricing Approach B – Transparency

Hypothesis: Credit confusion is the blocker

The problem:

Credits are Gamma's value metric, but customers don't understand how usage translates to cost.

They don't know:

- 1) How many credits they'll use
- 2) What happens when they run out
- 3) Whether they're getting good value

[This creates anxiety. Anxiety kills conversion.](#)

The test:

Add transparency layer:



Credit calculator

"Based on your usage, you'll need ~X credits/month"



Clear overage pricing upfront



Usage dashboard preview



ROI framing

"X hours saved per month = \$Y in team capacity"

NOTE: CHANGE 2 — INTERACTIVE CREDIT CALCULATOR

Secondary to plan selection. Helps users understand how many credits they actually need based on their usage.

How many credits do you need?

I create presentations per month


Each presentation has slides

You'll need approximately: 600 credits/month

✓ Recommended: Pro (4,000 credits)

Plenty of room for your workflow plus revisions

Get Pro →

 Hover to learn more about credit usage:

 Text slide: ~5 credits

 Image slide: ~15-20 credits

 Data viz: ~20-30 credits

 LIVE MOCKUP:

Click here

Key changes implemented in mockup:

1

"Perfect for:" persona labels on Individual plans

Helps solo users self-identify the right tier

2

Interactive credit calculator

Shows exactly how many credits you'll need

3

Team plan taglines match Gamma's live site

"For teams who want..." / "For organisations ready to..."

4

"What happens when credits run out?" section

Eliminates anxiety upfront

5

Credit tooltips

Hover education explaining what actions consume credits

6

"Obviously inferior" Free tier styling

Visual hierarchy drives paid conversion

What we'd measure:

- Calculator engagement rate
- Conversion rate for calculator users vs non-users
- Average plan tier selected (should increase with confidence)
- Churn after first month (should decrease)

Why this might work:

If the problem is "I don't trust that I won't get surprise charges," transparency helps.

Kevin mentioned this: enablement leaders have budget anxiety. They need predictable costs to sell internally.

Van Westendorp research would tell us:

- What price feels "too cheap" (quality concern)
- What feels "too expensive" (budget blocker)
- What's the optimal price point
- Where's the indifference point

Real data beats intuition.

Risks and tradeoffs:

Calculator adds friction (one more step before conversion)

Might highlight cost concerns rather than solving them

Requires accurate usage prediction models (garbage in, garbage out)

Future consideration:

If transparency testing shows credit confusion is fundamental to the value metric itself, a deeper exploration might involve renaming "credits" to something more intuitive like "actions" — similar to how Relevance AI reframed their pricing model.

I built this presentation in Gamma Pro

What worked:

- First draft from outline in ~10 minutes
- Design quality was high out of the box
- Iteration was fast (change one thing, regenerate)
- Prompt-first workflow forced me to think before building slides
- Non-linear format let me explore ideas without being stuck slide-by-slide

What I struggled with:

- **Credit visibility:** Couldn't see credits remaining or cost per action. Created anxiety mid-project — exactly the Bridge Sponsor pain point. If I'm anxious as one user, imagine Kevin budgeting for 500 reps.
- **AI editing precision:** No red/green diff on changes. Watching the Agent edit was anxiety-inducing — slides changing but I couldn't see what was modified. Had to export and verify in another tool.
- **No persistent context:** AI operates per-deck, not per-project. I used Claude Code for strategy and messaging (it had my full context and existing workflows), then brought polished content into Gamma for the visual layer.

The meta-insight:

Me using Gamma for this assignment = exactly the workflow pattern we're targeting.

I have Claude Code and other AI tools in my stack. I'm not abandoning them. I needed Gamma as the "last mile" – turning my research and strategy into a beautiful presentation.

That's Maya Chen (agency persona). That's Kevin. Same pattern.

Dogfooding your own pain = positioning insight.



What's at stake

The contrast

Without Bridge Sponsor positioning:

- 40K teams stuck in "stepping stone" mode — users import content, fix small issues, export back to PowerPoint. Gamma becomes a temporary pit stop rather than a destination platform
- Transactional usage, high churn risk
- Generic enterprise messaging ("AI presentation tool for teams")
- Pricing confusion blocks conversion

With Bridge Sponsor positioning:

- Enablement leaders convert scattered usage → team adoption
- Gamma becomes the last-mile design layer for sales content
- Strategic adoption, enterprise contracts
- Clear positioning ('AI Content Layer' — creates what Seismic/Highspot distribute. Complements, doesn't compete)
- Clear value story unlocks budget

The board question:

"How do we get from 40K teams of 3 to 1K teams of 10+?"

Bridge Sponsors are the answer. They run the pilots. They build the business cases. They convert individual productivity into team transformation.

Next Steps

Week 1–6 Execution Plan



Week 1–2: Research foundation

- 5 more JTBD interviews (2 enablement leaders, 2 sales reps, 1 marketing ops)
- Van Westendorp pricing survey (n=200+)
- Competitive positioning audit (Canva, Beautiful.ai, Pitch, Tome)
- Integration mapping (Seismic, HiSpot, Gong API partnerships)

Deliverable: Research synthesis + initial positioning canvas



Week 3–4: Positioning + messaging

- Positioning framework workshop
- Dual persona messaging development
- Pricing hypothesis refinement based on survey data
- Sales enablement one-pager drafts

Deliverable: Messaging doc + pricing recommendation



Week 5–6: Go-to-market prep

- Landing page copy for both personas
- Sales deck for enterprise motion
- Pricing page A/B test setup
- Internal alignment presentation

Deliverable: Launch-ready assets + test plan



What I'd want to discuss:

- Which persona research gaps are most urgent?
- What's the timeline for pricing page changes?
- Who should I partner with on the integration story?
- How does this connect to Q1 launch calendar?

The ask:

I've got positioning frameworks ready for Maya Chen and Sarah Conte to workshop during the onsite.

Let's talk about getting Gamma from 40K scattered users to 1K teams using it the way you envisioned.



THANK YOU

Will Mulholland | December 2025

Created with

GAMMA

Made with **GAMMA**

SOURCES & REFERENCES

Primary Research

Expert Interviews

- Kevin, former Sales Enablement Leader at Indeed and Salesforce — direct interview conducted for this assignment
- Validation conversations with sales enablement and commercial leaders at Mastercard, UpGuard, Deel, and Rithum

Industry Research & Data

Enterprise Buying Behavior

- Gartner: "69% of B2B buyers build business case before purchase" — [Gartner B2B Buying Research](#)
- Gartner: "Buyers 1.8x more likely to complete deals when reps use AI-powered tools"

Time Savings Benchmarks

- Reddit r/SaaS case study (2024): B2B SaaS company reduced deck creation time by 80% — [reddit.com/r/SaaS/comments/1p92ndt/](https://www.reddit.com/r/SaaS/comments/1p92ndt/)

Sales Enablement ROI

- McKinsey: "Sales enablement investment → 20% uplift" — [McKinsey Sales Enablement Research](#)
- Truist case study: "92% faster client deck creation with content automation" — [Seismic Customer Stories](#)

Personalization Impact

- Storydoc research: Personalized presentations are read in full 68% more often, with 41% longer engagement and 2.3x more internal sharing — [Storydoc Personalization Study](#)

Competitive & Market Context

AI Presentation Tools Market

- Gamma official pricing and feature comparison — [gamma.app/pricing](#)
- Canva, Beautiful.ai, Pitch, Tome — competitive analysis via public websites