

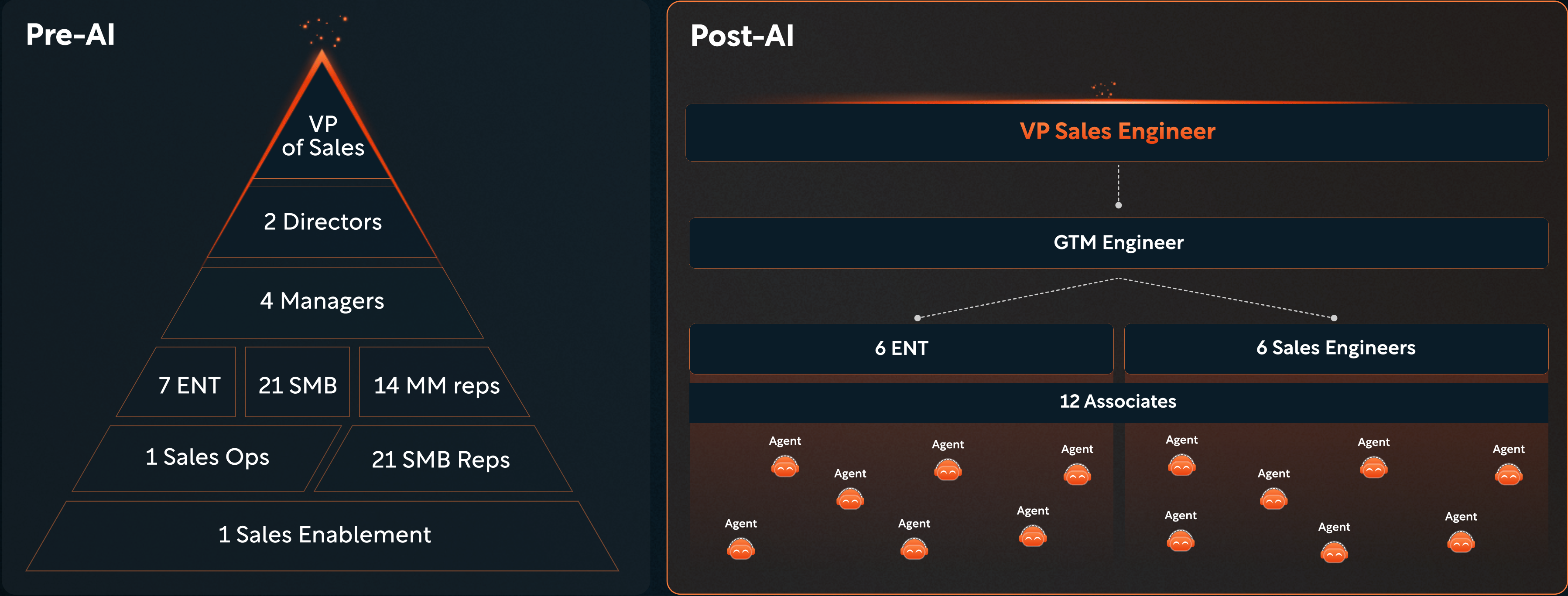
Betts Prediction

Immediate Changes (2025)	Long-term Vision (2026+)
<ul style="list-style-type: none">• Leaner teams with AI-augmented capabilities• Technical sales engineers as key roles• Full automation of routine processes• AI-powered lead qualification	<ul style="list-style-type: none">• AI agents handling initial customer interactions• Human sellers focused on strategic accounts• Revenue growth with 50% fewer headcount• Self-service buying experiences

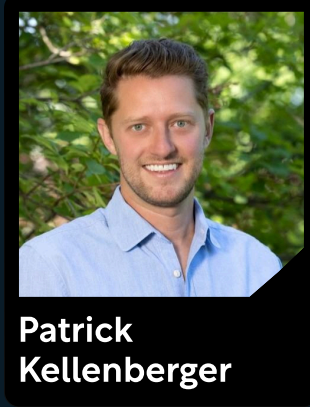
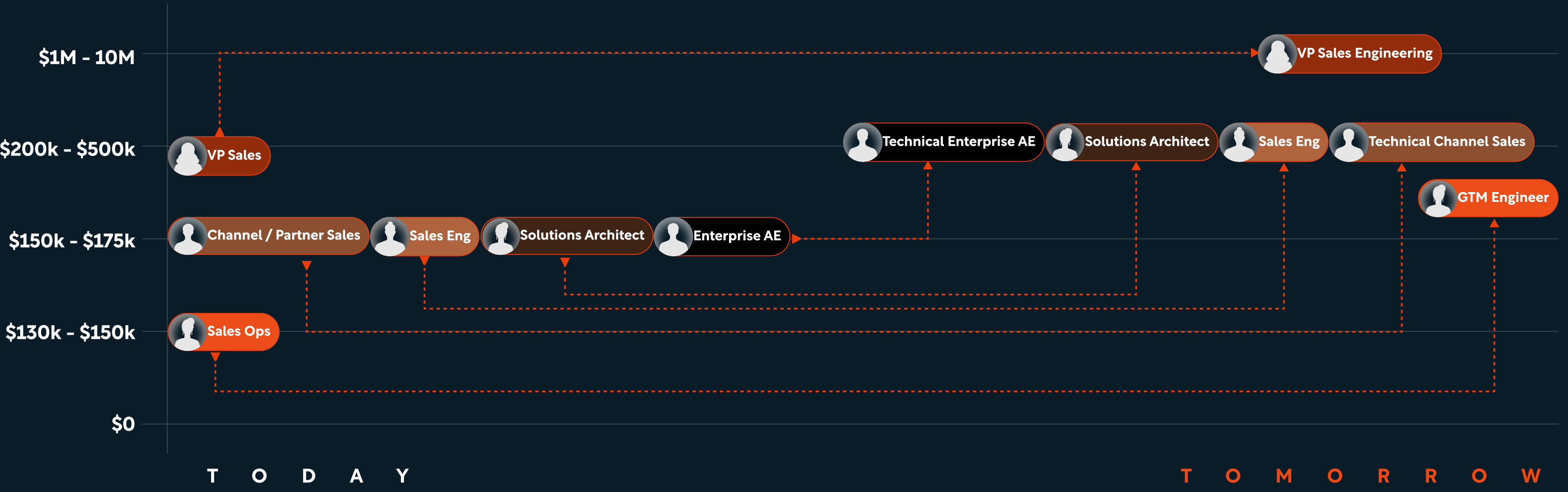
Evolution Timeline



Organizational Structure Evolution



The Future of Compensation



Betts

At Betts we have been working with top technology companies for the last 15 years and have seen Go-to-market roles progress dramatically over that time. But there has never been a bigger shift then is happening right now. This shift in GTM is going to be the biggest in my lifetime and its going to be the swiftest.