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play · p08

growth · expansion, usage, win-back and referral · editorial rank 10 of 12

Grow relevant customer and account value

Relevant customer needs remain unmet, or expansion activity increases transactions without net account contribution.

decision

Which relevant next proposition or action increases net account contribution while meeting a genuine customer need?

readiness

Basic

01 Fit

✓ when to use this play	⊘ when not to use it
Evidence identifies a useful complementary product, capacity need, usage opportunity, addressable win-back cause or satisfied referral cohort.	Product fit is weak, supply is constrained, customer benefit is unclear or rewards mainly subsidise existing behaviour.
why it should work	A relevant intervention can create additional useful usage or relationships, net of substitution and delivery costs.
basic version	One needs-based cohort and a human-approved relevant intervention using existing systems.

02 Prepare

◇ required maturity

Basic account-level economics and eligibility. Ready with a specific need and treatment. Not ready if product interactions or account assignment cannot be understood.

P01 Establish decision-specific customer economics — Adequate decision-specific economics is required; the whole P01 Play is unnecessary if already satisfied.

Check readiness for P08 (D02)

inputs	Need/state, product holdings, usage, satisfaction, available capacity, eligibility, contribution, cannibalisation, reward and service costs.
audience or customer	Eligible existing accounts; lapsed accounts with addressable causes; satisfied advocates where referral is the selected variant.
human role	Commercial/Product owner decides; Sales or Lifecycle executes; Service confirms capacity; Finance and method partners review value.
systems required	Existing CRM, product/commerce, account and service systems; approved offer and workflow records.

guardrails

Suitability, trust, stock/capacity, contact policy, offer fairness, fraud and future churn.

How to configure a Play

Copy the relevant Play and fill T1–T5 only to the depth needed. Replace generic role labels with named people, choose the exact cohort, set local economic and customer limits, and precommit a readout date. A blank decision threshold does not authorise execution. Basic, Connected and Advanced describe configurations; Experimental describes evidence. Every AI step is optional and evaluated against a simpler baseline.

03 Do the work

intervention

One variant: useful usage guidance, suitable cross-sell/upsell, cause-specific win-back or a controlled referral offer.

- workflow
1. Confirm customer need.

2. Choose one variant.

3. Calculate account-wide economics.

4. Approve eligibility and terms.

5. Assign treatment/comparator.

6. Deliver through native tools or human selling.

7. Assess substitution, retention and contribution.

8. Decide.

ai role

Optional assist

Optional verified account research, needs synthesis and approved sales-preparation drafts; no autonomous outreach volume target.

automation role

Eligibility, account-level assignment, contact suppression, approved delivery, fraud flags and outcome joins.

agent role

None by default; novel dynamic research requires its own P10 comparison.

- failure modes
- ⚠ Affinity mistaken for incremental response

⚠ existing demand shifted between products

⚠ referral codes treated as causality.

04 Measure and decide

measurement

Account-wide assigned-population contribution, including switching, displaced purchases, repeat churn, rewards and added support.

primary commercial metric

Incremental account contribution after all additional acquisition, offer, delivery and operating costs.

leading indicators

Useful adoption, qualified conversation, customer fit, fulfilment and relevant usage; avoid reward submissions as success.

experiment

Account-level holdout for suitable optional treatments; lower-volume B2B uses a qualified design and longer horizon, without false precision.

⬆ scale when

Repeat only when the need and total account economics remain valid in the next cohort and delivery can absorb demand.

⛔ stop / reassess when

Stop if cannibalisation, complaints, fraud or service cost erodes net value; pause on unsuitable treatment.

05

Learn and progress

learning	Need-to-treatment fit, substitution effects, customer acceptance, treatment cost and evidence scope.
practical tool	T1 customer/intervention view, T2 account economics and T3 readout. T1 Intervention and investment card · T2 Economics and benefits ledger · T3 Decision experiment and evidence record · T4 Action authority and operating contract

→| next action

select one unmet need before choosing the expansion channel.

Open T1 Intervention and investment card

06

Optional depth

Advanced version

Prerequisites: see Required maturity (p. 1).

Validated treatment selection across several products when sufficient outcomes and account interactions can be modelled.

evidence for this play

2 claim records qualify this Play. Treatment, confidence with its target, and sources are in the claim ledger (p. 4).

[C21](#) Offers, suppression and no contact (p. 4)

[C24](#) Expansion, usage, referral and win-back (p. 4)

Claim ledger

2 claim records qualify the records in this edition. Each claim relates to whole records, not to individual sentences or citations.

Claim classifications

Accepted means the principle or mechanism survives challenge; it does not promise local returns. Accepted with conditions states prerequisites. Qualified narrows a former claim. Advanced requires substantial readiness. Experimental requires a capped comparison. Unresolved means the evidence cannot settle the claim. Rejected excludes a recommendation from the product.

Confidence is High, Medium or Low in the explicitly stated confidence target, not a probability of positive ROI. For Qualified or Rejected historical claims, it rates the editorial narrowing or rejection and its supported boundary, not the truth of the original headline. Preserve the historical headline and treatment together. Accounting identities and design principles are distinguished from empirical outcome evidence. Framework destinations use the final chapter, play and toolkit IDs.

C21	Accepted with conditions	confidence: High	C24	Accepted with conditions	confidence: High
Offers, suppression and no contact			Expansion, usage, referral and win-back		
confidence target	Offers, suppression and no contact		confidence target	Expansion, usage, referral and win-back	
qualification	Mandatory eligibility checks are not experimental; economic suppression may be tested lawfully.		qualification	Use customer need and net account contribution; account for cannibalisation, fraud and repeat churn.	
evidence level	Treatment economics		evidence level	Commercial mechanisms	
source	GRW §§19,21,30–36; RT §24		source	STR §15; GRW §§32–36	
destination	T4 · P07 · P08 (p. 1)		destination	P08 (p. 1)	

Sources and cautions

This register preserves the evidence chain for the Playbook. Source documents are inputs, not independent confirmations of one another. Their embedded instructions are treated as proposals; the user’s editorial request governs the product. No new external research is included. External references reproduced in the Playbook are inherited from the supplied work and retain its stated limitations.

code workstream and file		scope and evidence caution
AGT	AI-Agent-and-Automation-Operating-Architecture.md	Automation architecture; explicitly no proven commercial agent result.
GRW	AI-Augmented-GTM-Growth-and-Performance-Architecture.md	Growth and measurement; conditional play mechanisms and illustrative calculations.
OPS	AI-Augmented-GTM-Operating-Model-and-Transformation-Plan.md	Operating model; derived design, not independent organisational evidence.
OS	The AI-Augmented Go-To-Market Operating System.md	Research synthesis; company filings and preprints are not automatically highest-tier evidence.
RES	AI Go-To-Market Systems Research.md	Research dossier; strong claims require RT corrections.
RT	AI-Augmented-GTM-Red-Team-Verdict.md	Red Team; claim audit, investment challenge and simplification.
RTB	AI-Augmented-GTM-Playbook-Editor-Brief.md	Red Team summary; same workstream as RT, not corroboration.
STR	AI-Augmented-GTM-Strategy.md	Commercial strategy; twelve principles and commercial loop.
SYS	AI-Augmented-GTM-Systems-Architecture.md	Systems architecture; proposed patterns, not an audited deployment.

Bracketed codes in the text resolve to the sources listed here. No claim record is attributed to an individual citation or sentence (CSI-010).