

# GTM SELF-ASSESSMENT

## “Is Your Go-To-Market Motion Actually Built to Scale?”

This self-assessment is designed to help leadership teams evaluate the *structural health* of their go-to-market (GTM) motion. It covers the same areas we assess in our **GTM Checkup and Report**, in which we evaluate how SaaS companies acquire, convert, retain, and expand customers, and whether their GTM motion behaves more like a machine or a series of experiments. For each statement, score yourself as follows:

- **10 points** — Yes, clearly and consistently true
- **5 points** — Partially true or inconsistently applied
- **0 points** — Not true or mostly aspirational

Total Score: \_\_\_\_\_ / 100

Evaluation Criteria	Item Score
<b>ICP REALITY CHECK (Who Actually Buys vs. Who You Market To)</b>	
1. We can clearly identify which customer segments <b>convert fastest, expand most, and churn least</b> — and we know <i>why</i> , based on data and customer evidence.	
<b>SECTION 2: BUYING TRIGGERS &amp; URGENT VALUE (Why Customers Act Now)</b>	
2. We understand the <b>specific triggers or events</b> that cause prospects to take action now, and the problems customers describe <i>before</i> buying closely match how we position our product.	
<b>SECTION 3: CATEGORY &amp; COMPETITIVE POSITIONING</b>	
3. Prospects generally understand <b>what category they’re buying into</b> without heavy explanation, and we’re clear on the <i>real</i> competitive alternatives (including “the cost of doing nothing”).	
<b>SECTION 4: CHANNEL MIX &amp; PIPELINE ECONOMICS</b>	
4. We know where <b>qualified pipeline comes from</b> , which channels scale efficiently, and which ones quietly burn time or money.	
5. We understand what would happen to pipeline if a major channel (e.g., paid media) paused for 60 days — and have some built-in GTM resilience.	
<b>SECTION 5: DEMAND CREATION vs. DEMAND CAPTURE</b>	
6. Our GTM strategy has a healthy balance between <b>demand creation (long-term)</b> and <b>demand capture (short-term)</b> , and leadership is bought-in to the need to do both.	
<b>SECTION 6: FUNNEL MATH &amp; ECONOMIC CLARITY</b>	
7. We understand the <b>math of our GTM funnel</b> (CAC, conversion rates, payback, LTV by segment) and can explain what breaks when growth stalls.	
<b>SECTION 7: INSTRUMENTATION &amp; FEEDBACK LOOPS</b>	
8. We can see how <b>customer behavior</b> (usage, adoption, engagement) influences conversion, expansion, and churn — and we act on those signals.	
<b>SECTION 8: GTM OPERATING MODEL &amp; OWNERSHIP</b>	
9. There is clear ownership of <b>end-to-end GTM performance</b> , with shared KPIs across marketing, sales, and post-sale teams — not just handoffs.	
<b>SECTION 9: MACHINE vs. EXPERIMENTATION</b>	
10. Our GTM motion operates as a <b>repeatable system</b> (processes, metrics, feedback loops), not a collection of ongoing experiments.	

### Interpreting your score:

- **85–100** → GTM machine largely built; optimization opportunity
- **65–84** → Growth constrained by structural GTM gaps
- **45–64** → Execution masking deeper GTM issues
- **Below 45** → GTM motion likely unstable or inefficient

If your score reveals meaningful gaps, a **third-party GTM Checkup** can help identify where growth is constrained — and which levers actually matter.