

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