

YOUR NEXT MOVE — DOWNLOAD

GTM READINESS CHECK

Is your go-to-market strategy ready to scale?



WHY THIS MATTERS

More marketing activity doesn't automatically create more growth. If your target buyer, offer, cross-functional workflows and ownership are unclear, additional activity can amplify the problem. Before increasing investment, establish whether your go-to-market system is designed to turn demand into customer value.

YOUR NEXT MOVE

Bring marketing, sales, product and delivery leaders together for a focused GTM readiness review. Map the buyer journey from initial awareness through purchase and customer value. Identify unclear ownership, lost momentum and where AI can support execution without replacing human judgement.



The biggest barrier to growth often isn't what CEOs think it is. **Take the CEO Assessment now and receive your full report**

OWNER

CEO or Founder, supported by the senior growth or revenue leader and relevant functional leads.

TIME

60 minutes

OUTPUT

A one-page GTM readiness assessment identifying the highest-priority constraint, its owner and the first corrective action.

DECISION

What needs to change before we commit more budget to GTM activity?

THE QUESTION

Is your GTM system ready to convert demand into commercial outcomes—or are you investing in activity before resolving the underlying constraints?

Review These Areas

AREA	WHAT TO REVIEW	STATUS
Target Buyer	Are priority segments, buying groups and customer problems clearly defined?	☐ ☐ ☐
Positioning & Offer	Can buyers understand why the offer matters and why they should choose it?	☐ ☐ ☐
Commercial Model	Do pricing, packaging and route to market support the intended commercial outcome?	☐ ☐ ☐
Workflow and Ownership	Are handovers, responsibilities and decision rights clear across marketing, sales, product and delivery?	☐ ☐ ☐
Human-AI Boundaries	Is it clear where AI can support execution, where human judgement is essential and who remains accountable?	☐ ☐ ☐

☐ Clear
 ☐ Needs attention
 ☐ Critical

EXECUTIVE QUESTIONS

1. Where is momentum being lost between initial interest and customer value?
2. Which unresolved GTM assumption creates the greatest commercial risk?
3. Are we addressing the buyer's decision criteria—or simply increasing activity?

1. Where can AI improve execution, and where is human judgement essential?
2. What evidence would demonstrate that the next change is working?

THE DECISION

Our highest-priority constraint is:

The first change we will make is:

Owner: _____

By: _____

Do not fix everything. Fix the constraint creating the greatest commercial drag first.