

GTM Readiness Checklist & Master Plan

GTM Readiness Checklist

- ICP (Ideal Customer Profile) clearly defined, prioritized, and validated.
- Updated positioning and messaging aligned with each target segment.
- Differentiated value propositions per persona and pain point.
- GTM strategy documented and shared cross-functionally.
- Sales enablement materials tailored to the new GTM motion.
- Demand generation campaigns mapped to funnel stages.
- Attribution and analytics systems set up to track engagement and conversions.
- CRM and marketing automation configured for new GTM pipeline.
- Operational support from sales, CS, product, and finance.
- Feedback loop in place (customer interviews, sales insights, campaign performance).

GTM Master Plan (Simplified Framework)

1. Market Analysis

- Define TAM, SAM, SOM
- Identify direct/indirect competitors
- Gather buyer behavior insights

2. Segmentation & ICP Development

- Segment market by vertical, size, or use case
- Develop detailed ICPs with clear pains, outcomes, and decision drivers

3. Messaging & Positioning

- Craft core narrative
- Tailor messaging by segment/persona
- Develop objection handling frameworks

4. Channel & Tactics

- Select primary acquisition channels
- Outline inbound/outbound motion

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- Align paid, earned, and owned media

5. Enablement & Execution

- Build battle cards, email sequences, pitch decks
- Train sales & CS teams
- Launch content and ad campaigns

6. Metrics & Optimization

- Set baseline KPIs (MQLs, SQLs, CAC, LTV, velocity)
- Implement dashboards & attribution tracking
- Run sprints to iterate & optimize

7. Governance & Accountability

- Assign GTM ownership
- Set review cadence (weekly syncs, 30-day retros)
- Document lessons learned & growth levers