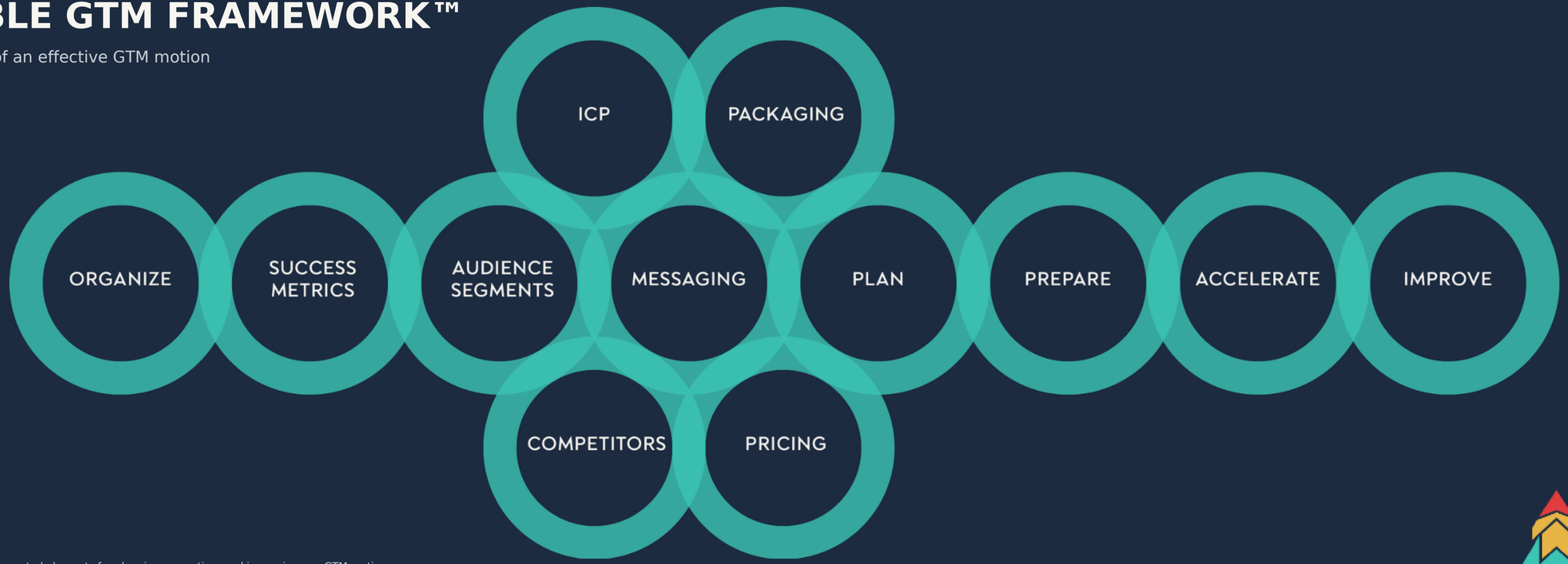
LAUNCHIBLE GTM FRAMEWORK™

The essential elements of an effective GTM motion



KNOW YOUR DONUTS Twelve connected elements for planning, executing, and improving any GTM motion.

ORGANIZE

Assemble a cross-functional GTM team and establish a team collaboration platform

WHAT MUST BE TRUE?

- ? Does every element have one named owner?
- ? Is every team that must act on this in the room?
- ? Does the team work from one shared source of truth?

SUCCESS METRICS

Define the GTM objectives and KPIs that determine what winning looks like

WHAT MUST BE TRUE?

- ? Is “winning” defined before the work begins?
- ? Does each metric measure an outcome, not an activity?
- ? When will we check them, and who decides what’s next?

AUDIENCE SEGMENTS

Identify and prioritize target audience segments

WHAT MUST BE TRUE?

- ? Which segment comes first, and why that one?
- ? Can every team name the priority segments?
- ? Which segments are we choosing to ignore?

ICP

Define the ideal customer profile

WHAT MUST BE TRUE?

- ? Could a rep disqualify a deal using our ICP?
- ? Is our ICP based on evidence from real customers?
- ? Do Marketing and Sales describe the same customer?

COMPETITORS

Develop intelligence about competitors to identify how to win and when to walk away

WHAT MUST BE TRUE?

- ? Do we know which deals to walk away from?
- ? Is every competitive claim approved and dated?
- ? Can a rep explain how we win against each rival?

MESSAGING

Craft a differentiated message that resonates with customers

WHAT MUST BE TRUE?

- ? Could a buyer repeat it back in their own words?
- ? Is every claim backed by proof we can show?
- ? Do the deck, the site, and the demo say the same thing?

PACKAGING

Define product packaging that appeals to your audience segments

WHAT MUST BE TRUE?

- ? Does each package map to a priority segment?
- ? Can a buyer pick the right package without a call?
- ? Is it clear what’s included, and what isn’t?

PRICING

Set prices based on willingness to pay

WHAT MUST BE TRUE?

- ? Is the price based on evidence of willingness to pay?
- ? Can a rep defend the price without discounting?
- ? Does the pricing story match the message?

PLAN

Develop a winning GTM strategy with readiness plans

WHAT MUST BE TRUE?

- ? Does every milestone have an owner and a date?
- ? Is “ready” defined by evidence, not task status?
- ? What would make us move the date?

PREPARE

Conduct the activities to prepare your organization to win

WHAT MUST BE TRUE?

- ? Does every team have the approved assets it needs?
- ? Does every team know what changes for them, and when?
- ? Can each functional area prove it’s ready, not just say so?

ACCELERATE

Monitor GTM performance to increase the odds of success

WHAT MUST BE TRUE?

- ? Who watches the metrics, and how often?
- ? What will we change if a metric stalls?
- ? Are signals from live deals reaching the team?

IMPROVE

Learn from what worked and what didn’t

WHAT MUST BE TRUE?

- ? Did we compare results to the metrics we set?
- ? What will we do differently next time?
- ? Is what we learned written where the next team looks?