lytdryv™ Go-to-Market (GTM) Scorecard

Rate each item from 1 (Not at all true) to 5 (Absolutely true)

1. Strategic Clarity
- We have a clearly defined ICP and buyer journey
- Our positioning and messaging are consistent across channels
- We know what outcomes our GTM system is supposed to deliver

2. Demand Generation
- We have a repeatable process to generate and capture demand
- We know what channels are actually working—and why
- We're not reliant on founder-led sales or one-time campaigns

3. Marketing-to-Sales Handoff
- We have clear SLAs and definitions (like MQL/SAL/SQL)
- Marketing and Sales collaborate, not compete
- No leads fall through the cracks—we know what happens next

4. Sales Process & Enablement
- Our sales process aligns with how our customers actually buy
- Reps are equipped with the right assets and tools
- We can forecast revenue with reasonable accuracy

5. Customer Success & Expansion

- We track activation, onboarding, and retention with clear metrics
- CS has what it needs to drive value and expansion
- CS works with marketing and sales to improve revenue and reduce churn
- We understand the levers behind NRR

6. Leadership & Visibility

- Someone owns the GTM system at a strategic level
- We have dashboards showing pipeline health, conversion, and revenue
- We review GTM performance regularly and take action

Scoring Guide

Total --

- 40–45: You've got a strong system—keep optimizing.
- 30–39: Some strong foundations, but weak links will hurt growth.
- 20–29: You're in the danger zone—patchwork efforts aren't scaling.
- <20: You're likely stuck in reactive mode. Time to install structure and leadership.

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