

GTM CHEATSHEET



GTM Playbook

	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6	Stage 7	Stage 8	Stage 9	Stage 10
Who/Say/Do	---	---	---	--	---	---	---	---	---	---
Wow/Blocker	---	---	---	--	---	---	---	---	---	---
Tools/Deliv'ble	---	---	---	--	---	---	---	---	---	---
Exit Criteria	Engaged	Answered Email	Sign up POV	Boss to Table?	Verbal Decision	Signed	Training & Setup Complete	Active & Operationalized	New Lead?	

Basic Metrics

	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6	Stage 7	Stage 8	Stage 9	Stage 10
# in stage										
T in stage										
% convert										

GTM Execution

Who leads each stage?

MKT	MKT	MKT	PROD	SALES	SALES	CS	CS	CS	SALES
MKT	MKT	MKT	PROD	PROD	PROD	PROD	CS	CS	PROD

...and ID handoffs

GTM Metrics

Results Metrics (Key "HO" metrics)

\$ Pipe create % Pipe convert # Sales Oppty's	\$ in Trial # of Trial Trial % win	\$ Closed # Customer Wins # Won Custs = ICP CTAM- inside customers	# Cust Active # DAU/MAU % Cust Active	\$ Gross Renew % Renewals \$ Expand Pipe NPS	\$ Expand/Upsell % CTAM P'trate
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Team Efficiency Metrics

Mktng	Sales	Mkt \$ / Lead	Mkt \$ / Oppty	\$ Quota / Rep # mo to Full Ramp \$ Quota Team / Team Cost \$ Capacity - Total Quota	\$ARR Closed/Rep \$ARR Closed/Sales Team % Sales Teams Hit Quota % Coverage (Quota Cap vs Plan)	T to onboard T to usage	\$ ARR / CS rep	What feature usage minimizes churn?	What triggers upsell? What makes cust a hero?
Prod	CS								

Internal Phases

LEAD	LAND	STRATEGIC
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SaaS Metrics

CAC	GROSS % RENEWALS	EXPAND %
Phase	NEW LOGO \$ARR EFFICIENCY (\$ New Logo ARR / \$ S&M)	
End-End	NET RETENTION (\$ and %)	
\$ ARR NET GROWTH / MAGIC NUMBER (\$ Net New ARR / \$ S&M)		