50 GTM Questions for Founders

A comprehensive guide to help founders evaluate and optimize their go-to-market strategy across key business areas.



Ideal Customer Profile (ICP) & Market Positioning



Customer Identification

Who is your best customer today, and why?

What industry, company size, and persona do you serve best?



Problem & Differentiation

What problem are you solving, and how painful is it for customers?

How do you differentiate from competitors in a way that customers understand?

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Qualification & Triggers

What triggers make someone start looking for a solution like yours?

How do you define an ideal vs. non-ideal prospect?

Acquisition Patterns

What percentage of your customers come from referrals or word of mouth?

Have you lost deals to a 'do nothing' decision? Why?

Sales & Revenue Model

Understanding your sales approach and revenue generation is critical to GTM success.

GTM & Pricing Strategy

- What is your primary GTM motion? (PLG, Sales-led, or Hybrid?)
- How do you price your product, and how did you decide on that model?
- What is your average sales cycle length, and is it getting shorter or longer?
- How much pipeline does your team need each month to hit revenue goals?

Deal Analysis

- What percentage of deals are inbound vs. outbound?
- What are the top reasons deals are lost?
- Are you targeting the right buyer persona or being pulled into the wrong deals?

Growth & Objection Handling

- What expansion motion exists? (Upsells, cross-sells, renewals?)
- Are reps selling on pain and impact, or are they pushing features?
- What common objections do you hear, and how does the team handle them?



Lead Generation & Demand Gen

Channel Effectiveness

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What marketing channels are generating the best leads?

What percentage of MQLs convert into pipeline?

Conversion Process

How many touches does it take to convert a lead into a sales meeting?

How much of your pipeline is generated by sales vs. marketing?

ROI & Optimization

Are your lead sources profitable, or is CAC too high?

Do you have retargeting or nurture sequences in place for lost leads?

Discoverability

How well do you rank for high-intent organic search terms? What is the most common entry point for new customers?

Sales & Marketing Alignment



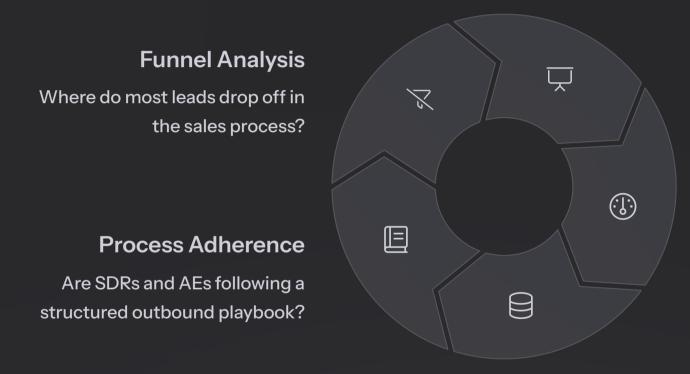
Trust & Handoff

- Does sales trust the leads marketing is generating?
- How do you qualify leads before handing them off to sales?
- Do marketing and sales teams have shared KPIs?
- Are sales reps following up on marketing-sourced leads within a set time frame?

Collaboration & Results

- How often do sales and marketing meet to align on pipeline?
- Is there a feedback loop where sales helps refine messaging and campaigns?
- Do marketing campaigns focus on short-term pipeline or long-term awareness?
- Are marketing efforts driving inbound requests that convert to revenue?

Funnel & Conversion Optimization



Demo Effectiveness

What percentage of demos actually result in a next step?

Deal Velocity

Do you track deal velocity and where deals get stuck?

Data Quality

Is your CRM clean and accurately tracking sales activity?

What percentage of pipeline is lost due to no decision?

Customer Success & Retention

Retention Metrics

- What percentage of customers renew after the first year?
- How do you track and measure customer health?

Growth vs. Churn

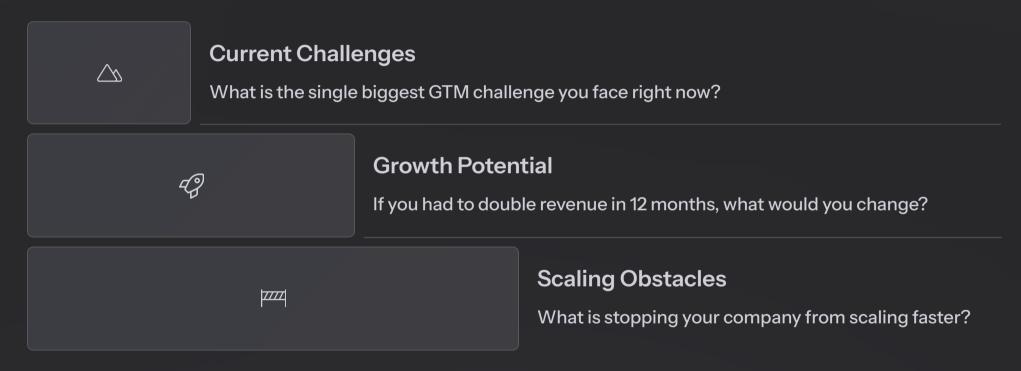
- What is your expansion vs. churn rate?
- What percentage of customers grow their account within 12 months?

Customer Experience

- Do you have structured customer onboarding and activation playbooks?
- What is the top reason customers churn, and what are you doing about it?
- Are CS teams proactively driving revenue, or just reacting to problems?



Execution & Strategy



Addressing these fundamental strategic questions can help founders identify the most critical areas for improvement in their go-to-market approach.