



# 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?



## 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

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

## Funnel Analysis

Where do most leads drop off in the sales process?

## Process Adherence

Are SDRs and AEs following a structured outbound playbook?

What percentage of pipeline is lost due to no decision?



## 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?



# 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



## Current Challenges

What is the single biggest GTM challenge you face right now?



## Growth Potential

If you had to double revenue in 12 months, what would you change?



## Scaling Obstacles

What is stopping your company from scaling faster?

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