



Busy ≠ Effective

- **Teams are “doing marketing” but not driving pipeline**
- **Vanity metrics mask weak conversion**
- **Investors see activity, not traction**



Red Flags to Spot

- No clear ICP (ideal customer profile)
- Messaging doesn't resonate with buyers
- KPIs focus on impressions (*good start*), not revenue (*end game*)
- Budget spread thin across too many channels



Does *Sales + Marketing + Product* Speak the Same Language?

- Shared definition of qualified lead?
- Unified value proposition?
- Consistent handoff process?

Does your GTM left hand
understand what your
GTM right hand is
doing??



Are You Measuring What Matters?

- Pipeline contribution
- Cost per qualified lead
- Conversion velocity (time to close)



Where's the Money Going?

- % of spend tied to measurable outcomes
- Tools vs talent vs campaigns vs experiments
- Cut “nice-to-have” spend that doesn’t move pipeline



From B.S. to Breakthrough

- Before
Scattered spend, unclear ICP,
vanity KPIs
- After
Focused ICP, refined channels,
limited set of KPIs that matter



Practical Fixes

- Define ICP with precision
- Rewrite messaging around buyer outcomes
- Align KPIs with revenue impact
- Reallocate budget to top 2-3 channels
- Run a 60-day experiment cycle



Where Do You See the Most B.S. in GTM?

Get a Free GTM B.S. Audit

- One-page scorecard of your current GTM
- Top 3 fixes prioritized for impact



Stop the B.S. — Start the Growth

Connect at:

CollaborativeGrowthPartners.com