

The 8-Step GTM Plan Template

A working template to turn the framework into a plan your revenue teams can actually run — from ideal customer profile to a 90-day operating cadence.

Fill this in **in order**. Each step is the input to the next — that sequence is what keeps the plan from falling apart when it meets the field. Diagnose before you prescribe; build second; scale only once it converts.

1 Business objective

Market entry, new offer, better pipeline, expansion, or repositioning — plus the revenue target.

3 Buyer pain and urgency

The problem quantified and the cost of inaction that makes them act now.

5 GTM motion

Sales-led, product-led, partner-led, or account-based — matched to ACV and cycle.

7 Sales & marketing assets

Decks, buyer guides, objection handling, enablement each stage needs to convert.

9 90-day operating cadence

The review rhythm that keeps it honest — and who owns each number.

2 Ideal customer profile

Firmographics, buyer roles, deal size, and the trigger events that mean "now."

4 Positioning & value prop

Why you, why now, and the one sentence a champion repeats internally.

6 Primary channels

The two or three channels that actually reach this buyer — not all of them.

8 Revenue metrics

The leading and lagging indicators that prove the motion is working.
