

The 2027 GTM planning checklist

Eight questions to answer with your leadership team before 2027 starts.

☐ 01 Total Relevant Market

G Y R

Where can you grow the most?

Ready if: you can name the one or two segments where you win fastest, and your team would name the same ones.

☐ 02 Market Investment Map

G Y R

Which product(s) create the highest customer value?

Ready if: one product gets the primary GTM investment next year, and everyone knows which one.

☐ 03 Brand & Demand

G Y R

How will you engage your customer with a differentiated POV?

Ready if: your champion can explain why you, in one sentence, to a buying committee you'll never meet.

☐ 04 Pipeline Velocity

G Y R

Which GTM motions get you to your revenue goal faster?

Ready if: you know which one or two ways of creating pipeline deserve more money, and which ones get less.

☐ 05 Customer Time-to-Value

G Y R

What's your ROI in the customers' mind?

Ready if: customers can describe the value they got, in their words, within their first 90 days.

☐ 06 Customer Expansion

G Y R

How else can you upserve your customers?

Ready if: your 2027 number includes a specific plan for growth from existing accounts, not just new logos.

☐ 07 Revenue Operations

G Y R

Which GTM metrics drive your business health?

Ready if: you have 5 to 7 metrics everyone reviews, and sales, marketing and CS read them the same way.

☐ 08 Leadership & Management

G Y R

How do you bring clarity, alignment, and trust for your team?

Ready if: you've decided how often you'll revisit the plan (quarterly if you're changing fast) and who owns each gap.

How to use it

Block 60 minutes with your leadership team. Go through the eight questions and mark each one green, yellow or red. Then ask one question: **which three gaps would hurt us most in 2027?** Those are your Top 3 GTM Problems, and they're what your Q1 priorities should fix.

Our Top 3 GTM Problems

01 _____
02 _____
03 _____