

The 24-question *GTM diagnostic.*

A boardroom-ready audit of your revenue system.

HOW TO USE THIS INSTRUMENT

Four sections. Twenty-four questions. Answer honestly; a soft answer is a finding. Score each section out of six. A section under four is not a weakness — it is a decision the market will make for you within two quarters. Bring the completed instrument to the conversation at se360.ai/conversation.

01 · POSITIONING & CATEGORY

The sentence a model repeats about you.

- 01

Can a customer describe your category to their CFO in one sentence, without your help?

☐

☐

Y

N
- 02

Does your one-line description survive being pasted into a Slack message with no context?

☐

☐

Y

N
- 03

Is the category name you use one your buyer's boss would recognize — or one you invented?

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☐

Y

N
- 04

Have you named, in writing, the buyer you are **not** for?

☐

☐

Y

N
- 05

Is your differentiator legible to a language model summarizing three vendors?

☐

☐

Y

N
- 06

Has positioning been revisited in the last 18 months, or is it the founding deck?

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☐

Y

N

SECTION SCORE (Y-answers out of 6):

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02 • DEMAND & PIPELINE

Demand creation and demand capture are separate machines.

- 01

Do you distinguish demand creation from demand capture in your reporting, or blur them?

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☐

Y

N
- 02

Is your dark-social pipeline treated as a channel with a budget — or as "direct"?

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☐

Y

N
- 03

Can every asset stand alone if screenshotted and forwarded with no context?

☐

☐

Y

N
- 04

Do sales and marketing share a single definition of a qualified opportunity?

☐

☐

Y

N
- 05

Is your outbound motion built on defensible intent signals — or activity metrics?

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☐

Y

N
- 06

Do your best accounts arrive from a channel your attribution model cannot see?

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Y

N

SECTION SCORE (Y-answers out of 6):

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03 • PRICING, PACKAGING & MOTION

The largest lever most companies refuse to pull.

01	Was your current pricing set in an afternoon at seed stage and never revisited?	☐	☐
		Y	N
02	Does your value metric scale with customer value — or punish success?	☐	☐
		Y	N
03	Is there a tier everyone lands in and nobody grows out of?	☐	☐
		Y	N
04	Is discounting eating gross margin because procurement learned faster than sales?	☐	☐
		Y	N
05	Do you have a repricing cadence — every 18–24 months — or is it an emergency?	☐	☐
		Y	N
06	Is the buying-committee map documented for every seven-figure open deal?	☐	☐
		Y	N

SECTION SCORE (Y-answers out of 6):

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04 · INSTRUMENTATION & GOVERNANCE

One dashboard. One number. One accountable partner.

01	Is there one revenue dashboard the CEO reads without translation?	☐	☐
		Y	N
02	Do marketing, sales, and success reconcile to the same taxonomy — or three?	☐	☐
		Y	N
03	Can a new hire operate the playbook without a shadow week with the founder?	☐	☐
		Y	N
04	Is there a single accountable partner between the three functions — or ceremonial handoffs?	☐	☐
		Y	N
05	Does the board pack show the machine, or narrate the last quarter's activity?	☐	☐
		Y	N
06	If your top three operators left tomorrow, does the system survive the quarter?	☐	☐
		Y	N

SECTION SCORE (Y-answers out of 6):

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What the score *actually tells you.*

20 - 24

System-grade.

Your motion compounds. Revisit annually; publish externally; the risk now is complacency.

14 - 19

Working, unevenly.

One or two sections are strong; the others cap the whole. The gap is the constraint.

08 - 13

Assembled, not designed.

The machine runs on individual heroics. It will not survive a doubling of headcount or a re-rating year.

00 - 07

Assumption stack.

There is a deck and there is activity. There is not yet a system. The next decision is the biggest one you will make this year.

THE CONVERSATION

Bring your score. We will show you the machine.

se360.ai/conversation · partners@se360.ai