

Don't Let Your GTM Strategy Go Off the Rails!



Customer Tunnel Vision

Focusing only on your product? Big mistake! Put your customers in the spotlight for real GTM success.



Team Tug-of-War

When marketing, sales, and product teams clash, your GTM takes a nosedive. Align the squad for smooth sailing!



Competitor Blind Spot

Turning a blind eye to competitors? That's a recipe for disaster. Keep tabs to stand out.



Strategy Overload

Complexity is your enemy. Keep it simple and clear to fast-track execution.