

How I Diagnose a Broken GTM Motion.

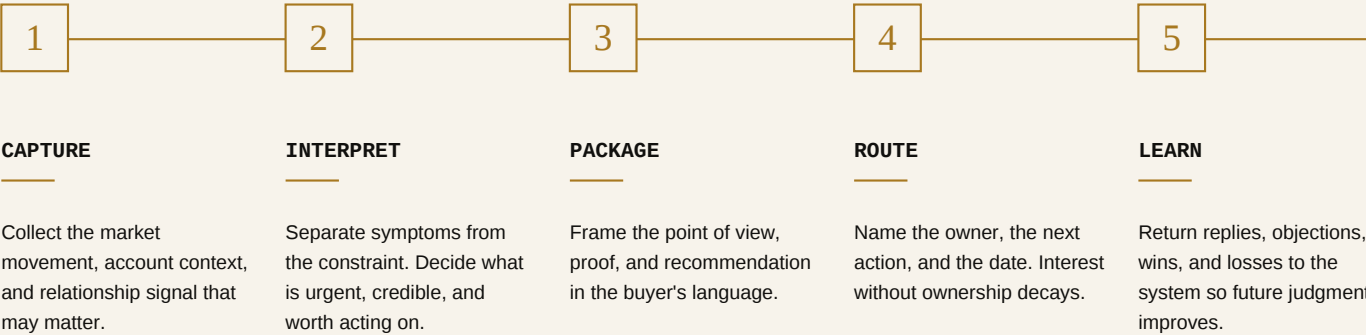
FIVE FAILURE PATTERNS.

ONE DIAGNOSTIC.

THE LEVERS THAT MOVE REVENUE.

The diagnostic

Most pipeline problems are interpretation and ownership problems wearing an activity costume.



A dashboard can report the symptom. The diagnostic has to name the break.

Five failure patterns

01

SIGNAL WITHOUT INTERPRETATION

Noise enters the system. Few signals are translated into a problem worth solving now.

02

ACTIVITY WITHOUT QUALIFICATION

Conversations happen, but intent, authority, need, and timing are never established.

03

PROOF TRAPPED IN THE WRONG LANGUAGE

The value is real, but it is communicated in terms the buyer does not use or accept.

04

OWNERSHIP WITHOUT A NEXT DATE

The right person agrees, then the motion stalls without a named action on the calendar.

05

LEARNING THAT NEVER RETURNS TO THE SYSTEM

Wins and losses are discussed, but the insight does not change future behavior.

Two operating records

Fudo Security

U.S. market entry and GTM systems

\$424K

ANNUAL OPERATING SAVINGS

160%

U.S. PIPELINE GROWTH

90 to 5

DAY SDR RAMP

Sense

Global business development

\$10M+

PIPELINE BUILT

125%

RESPONSE-RATE LIFT

12%

CHURN REDUCTION

Context around a metric is more valuable than the metric alone.

The same discipline appears in both records: preserve signal, make ownership explicit, and build feedback into the motion.

The first conversation

01

WHAT MOTION IS BROKEN?

Name the stage, the symptom, and what is not working.

02

WHAT SHOULD BE TRUE IN 90 DAYS?

Define the outcome, the leading indicators, and who must be better off.

03

WHO OWNS THE NEXT ACTION?

Name the owner, the action, and the next date.

SEND THE COMPANY, THE BROKEN MOTION, AND WHAT SUCCESS MUST CHANGE.

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