

## Are you stuck in the GTM ice ages? (aka 5 years ago)

### These 10 true/false statements will tell you

B2B companies are in the midst of a very quick transition from GTM 1.0 - the way it's been done since before RevOps was a thing - to GTM 2.0 - the state where all revenue-driving functions are connected in service of their shared customer. How does your company rate? Answer true or false to each statement and score yourself with the key (don't peek!).

**1 - True or false:** Your RevOps team reports to sales.

**2 - True or false:** Your go-to-market teams and product org have a shared understanding of the customer journey.

**3 - True or false:** Your organization cares more about net revenue retention than new logos.

**4 - True or false:** Leads (MQLs or SQLs) are the key metric of success for your marketing team.

**5 - True or false:** Your team has an articulated strategy around how to make sure a customer is getting value from day one and a way to measure ROI for them.

**6 - True or false:** Your sales reps spend 90% of their time (or more) on actions only humans can do.

**7 - True or false:** The majority of your RevOps team members have a Salesforce Admin background.

**8 - True or false:** At least 10% of your new logos come through customer referrals.

**9 - True or false:** The AE who closed a sale will respond to a customer's need for support a year and a half later.

**10 - True or false:** One C-level leader at your company owns new revenue, expansion, and renewals.

### Score

Give yourself one point for every answer that matches this key.

1 - F, 2 - T, 3 - T, 4 - F, 5 - T, 6 - T, 7 - F, 8 - T, 9 - T, 10 - T

**0 - 5 points** - You're still keeping at least one foot in the old world, but you're not alone. The vast majority of companies are in this group.

**6 - 8 points** - You're transitioning to GTM 2. You've started changing how you work to give customers the most value.

**9 - 10 points** - You've achieved GTM 2. Congrats on being way ahead of the curve!