

# Go-to-Market Strategy Planning Agenda

**Is your company positioned for success in the upcoming year?  
Use this agenda to guide your annual GTM strategy planning meeting.**

## FY 2024 Post-Mortem

### Revenue & Sales Analysis

- Revenue by customer type & segment
- Average deal size, sales cycle, & win rate
- Partnerships & alliances contributions
- Where are we winning & losing? Why?
- Where are customers churning? Why?
- Has our ideal customer profile shifted?
- Health of pipeline

### GTM Strategy & Resourcing

- Sales team performance
- ROI on sales & marketing investments
- Addressable market & penetration
- Competitive landscape & positioning
- Has our sales process changed? Should it?
- Were our reps successfully enabled?
- Did we incentivize desired behaviors?

## FY 2025 Strategy & Pre-Mortem

### Growth Plans

- Where are there hidden pockets of growth?
- Where should we place outsized bets?
- Are there new markets we should enter?
- Are there new products we should launch?
- Can we raise prices?
- How can we improve margins?
- Where can we create operational efficiencies?
- Revenue targets by customer type & segment
- What investments are required to hit goals?

### Pre-Mortem

- What could cause us to miss goals?
- How do we mitigate downside risks?

### GTM Strategy & Resourcing

- Staffing, hiring, & backfilling requirements
- Mix of hunters, farmers, & customer success
- Quotas, territories, & account coverage
- Incentive plan design & SPIFs
- Partnerships & alliances
- Marketing & brand awareness
- Targeting & messaging
- Thought leadership
- Customer surveys
- Events & roadshows
- Sales enablement, training, & coaching
- Measuring success, KPIs, & reporting
- Data, systems, & tools
- Sales kickoff meeting planning