

FREE RESOURCE • GO-TO-MARKET SELF-SCORE

The Go-to-Market Readiness Scorecard

Twenty-four checks across six dimensions — buyer, message, offer, channels, sales assets and measurement — to find where your pipeline will leak before you spend on a launch, a new channel or a new website. It is a self-check, not a verdict.

6 DIMENSIONS

24 CHECKS

SCORED 0 / 1 / 2

ABOUT 25 MINUTES

For B2B leadership teams about to launch, relaunch or add a channel

THRIVEFINITY.UK

How to use this scorecard

Score each statement honestly, as it is today, not as it will be after next month's plan. **0** = not true. **1** = partly true, or true but not written down. **2** = true, written down, and you could show the evidence to a sceptical board member.

Each dimension scores out of 8; the total is out of 48. The weakest dimension matters more than the total: a launch with a perfect message and no measurement still cannot tell you whether it worked.

01 Buyer

Do you know exactly who buys, and why they buy now?

1.1 You can name the buyer in one line: role, company size, sector and the trigger that makes them look.

"Mid-market companies" scores 0. "Heads of operations at 50–200 person logistics firms after a failed audit" scores 2.

SCORE ☐ 0 ☐ 1 ☐ 2

1.2 You have a list of at least 20 named target accounts that fit that line.

Named companies, not a segment description.

SCORE ☐ 0 ☐ 1 ☐ 2

1.3 You know why your last five deals were won and your last five were lost.

From the buyer's mouth or notes, not the team's guess.

SCORE ☐ 0 ☐ 1 ☐ 2

1.4 You know who else signs off the purchase, and what each of them needs to hear.

The user, the budget holder and whoever can say no.

SCORE ☐ 0 ☐ 1 ☐ 2

DIMENSION TOTAL / 8

02 Message

Would a buyer repeat what you do, accurately, after one look?

2.1 You have a one-sentence position that a customer has repeated back in their own words.

If only the team can say it, it is a slogan, not a position.

SCORE ☐ 0 ☐ 1 ☐ 2

2.2 Your homepage headline says what you do and for whom, without scrolling.

Show it to someone outside the company for five seconds and ask what you sell.

SCORE ☐ 0 ☐ 1 ☐ 2

2.3 Every number and claim in your marketing has a named, dated source.

Unsourced claims are what a careful buyer doubts first.

SCORE ☐ 0 ☐ 1 ☐ 2

2.4 The website, sales deck, emails and LinkedIn tell the same story.

Lay them side by side. Different offers, names or numbers score 0.

SCORE ☐ 0 ☐ 1 ☐ 2

DIMENSION TOTAL

03 Offer

Is there a clear, priced first thing to buy?

3.1 There is one clear entry offer with a defined scope and a price.

"Get in touch to discuss" is not an entry offer.

SCORE ☐ 0 ☐ 1 ☐ 2

3.2 The price has been tested with real buyers, not just set internally.

At least a handful of buyers have seen it and either paid or told you why not.

SCORE ☐ 0 ☐ 1 ☐ 2

3.3 What is excluded, and what happens if it goes wrong, is written down.

Exclusions and a refund or remedy term remove the questions that stall deals.

SCORE ☐ 0 ☐ 1 ☐ 2

3.4 There is a natural next purchase after the first one.

A route from the entry offer to the work that makes the margin.

SCORE ☐ 0 ☐ 1 ☐ 2

DIMENSION TOTAL

04 Channels

Do you know where the next 20 buyers will come from?

4.1 You have chosen one or two primary channels and can say why those.

Five channels at once usually means none is done properly.

SCORE ☐ 0 ☐ 1 ☐ 2

4.2 You know, or have a sourced estimate of, the cost to win a qualified lead in each channel.

An estimate with its inputs written down scores 1. A measured figure scores 2.

SCORE ☐ 0 ☐ 1 ☐ 2

4.3 Outreach or campaign assets for the first channel are ready to send.

Lists, sequences, ads or posts: built, not planned.

SCORE ☐ 0 ☐ 1 ☐ 2

4.4 There is a referral or partner route, even a small one.

Who already sells to your buyer and could introduce you?

SCORE ☐ 0 ☐ 1 ☐ 2

DIMENSION TOTAL

05 Sales assets

Can a buyer say yes without a founder in the room?

5.1 The sales deck matches the website and the current offer.

Same names, same prices, same proof.

SCORE ☐ 0 ☐ 1 ☐ 2

5.2 You have at least one case study with a named client and a dated outcome.

Anonymised is acceptable if the outcome and the date are real.

SCORE ☐ 0 ☐ 1 ☐ 2

5.3 Answers to the five most common objections are written down.

Price, timing, risk, "we can do it ourselves", and the competitor you meet most.

SCORE ☐ 0 ☐ 1 ☐ 2

5.4 There is a follow-up sequence for leads who do not buy straight away.

Most buyers are not ready on the first call.

SCORE ☐ 0 ☐ 1 ☐ 2

DIMENSION TOTAL

06 Measurement

Will you know within a month whether this is working?

6.1 Pipeline stages are defined, from first touch to closed, with an owner for each.

If two people would count the same deal differently, the stages are not defined.

SCORE ☐ 0 ☐ 1 ☐ 2

6.2 Every lead is tagged with the channel it came from.

Without source tracking, every channel review is opinion.

SCORE ☐ 0 ☐ 1 ☐ 2

6.3 There is a weekly or fortnightly review on a fixed day.

Numbers looked at on a schedule, not when someone remembers.

SCORE ☐ 0 ☐ 1 ☐ 2

6.4 Each channel has a stop rule agreed before launch.

"If we have fewer than X qualified leads by week Y, we stop or change it."

SCORE ☐ 0 ☐ 1 ☐ 2

DIMENSION TOTAL

07 Your scorecard

Transfer your six totals, then read your band.

DIMENSION	SCORE (OF 8)	WEAKEST STATEMENT
01 · Buyer		
02 · Message		
03 · Offer		
04 · Channels		
05 · Sales assets		
06 · Measurement		
Total	/ 48	

0–19

Not ready to spend

The foundations are not in place yet. Spending on a launch or a channel now mostly buys you an expensive way to find this out. Fix the buyer and the offer first.

20–33

Partly ready

Some parts are solid, others will leak. Fix the two weakest dimensions before you scale anything; a single dimension under 3 is a likely failure point on its own.

34–48

Ready to build

Build and launch, and hold yourself to the stop rules. Re-score in 90 days with real pipeline numbers in place of estimates.

7.1 The one change that would lift your weakest dimension by two points this month:

Name the owner and the date.

WANT IT BUILT?

From a score to a pipeline.

Prefer to answer online? The interactive version scores you instantly: thrivefinity.uk/tools/gtm-readiness

A **Go-to-Market Build** turns tested positioning into website pages, a sales deck and an email sequence, with every claim sourced and signed off by a named verifier: thrivefinity.uk/go-to-market-build