

TAKEAWAYS

- 1 Diagnose beyond surface metrics**
Health checks uncover root causes behind performance trends and inefficiencies.
- 2 Add objectivity with outsiders**
External advisors bring unbiased analysis, surfacing truths internal reviews often miss.
- 3 Simplify complexity into clarity**
Structured assessments cut through data noise to create a coherent picture of go-to-market performance.
- 4 Create a culture of optimization**
Routine health checks embed accountability and continuous improvement into leadership's cadence.
- 5 Strengthen revenue system resilience**
Repeated assessments compound value, reinforcing agility and long-term sales performance.

DISCUSSION

- A** Are we mistaking symptoms (win rates, pipeline gaps, etc.) for root causes?
- B** What insights might we be missing by relying only on internal diagnostics?
- C** How confident are we in the clarity of our current GTM performance picture?
- D** Are operational reviews sporadic or are they built into our core operating rhythm?
- E** How prepared is our sales engine to adapt quickly to market shifts?