

arcantu

GROWTH-STAGE GTM READINESS DIAGNOSTIC

The Growth-Stage GTM Readiness Diagnostic

A 24-statement self-assessment across the four pillars of a real revenue function — brand, product marketing, demand generation, and lifecycle. Score yourself honestly. The gaps you find are exactly what to fix next.

Score it like you'd score it for your board.

Most growth-stage companies have *some* of a revenue engine — a few campaigns, a positioning doc, a CRM nobody fully trusts. Few have all four pillars built and connected. This diagnostic isn't a trick question; it's the same lens we'd use in a first working session with a client.

Read each of the 24 statements across the next two pages and score it honestly using the scale below. Total your score, then turn to page 5 to find your band and what it means.

- 0** Not in place — this doesn't exist yet, or it's entirely undocumented and inconsistent.
- 1** Partially in place — pieces exist, but they're informal, inconsistent, or owned by no one in particular.
- 2** Fully in place — documented, consistently used, and someone owns it.

01Brand & Category
Narrative**02**

Product Marketing

03

Demand Gen & RevOps

04

Lifecycle & Retention

01 Brand & Category Narrative

- | | | |
|-----|---|---|
| 1.1 | We have a clear, differentiated point of view on the problem we solve — not just a feature list. | ☐ 0 ☐ 1 ☐ 2 |
| 1.2 | Our prospects can repeat back why we're different in their own words after one conversation. | ☐ 0 ☐ 1 ☐ 2 |
| 1.3 | We've claimed a category or sub-category rather than competing purely on feature comparison. | ☐ 0 ☐ 1 ☐ 2 |
| 1.4 | Our messaging is consistent across the website, sales decks, and exec talking points. | ☐ 0 ☐ 1 ☐ 2 |
| 1.5 | We have a board-ready narrative that connects our brand story directly to revenue outcomes. | ☐ 0 ☐ 1 ☐ 2 |
| 1.6 | Marketing leadership is shaping the company narrative — not just executing campaigns handed down. | ☐ 0 ☐ 1 ☐ 2 |

02 Product Marketing

- | | | |
|-----|---|---|
| 2.1 | We have documented ICPs and buyer personas that sales and marketing both actually use. | ☐ 0 ☐ 1 ☐ 2 |
| 2.2 | New features or offerings launch with a defined positioning and enablement plan — not just an announcement. | ☐ 0 ☐ 1 ☐ 2 |
| 2.3 | Our competitive positioning is documented and gets updated as the market shifts. | ☐ 0 ☐ 1 ☐ 2 |
| 2.4 | Sales has messaging, objection-handling, and battlecards they actually use in live deals. | ☐ 0 ☐ 1 ☐ 2 |
| 2.5 | Packaging and pricing are communicated clearly enough that prospects self-select correctly before a sales call. | ☐ 0 ☐ 1 ☐ 2 |
| 2.6 | We have a repeatable launch process for new products, features, or market segments. | ☐ 0 ☐ 1 ☐ 2 |

03 Demand Generation & RevOps

- | | | |
|-----|--|---|
| 3.1 | We can point to which specific channels and campaigns are producing pipeline — not just activity. | ☐ 0 ☐ 1 ☐ 2 |
| 3.2 | Marketing-sourced and marketing-influenced pipeline are tracked and reported separately. | ☐ 0 ☐ 1 ☐ 2 |
| 3.3 | We run an account-based or targeted-account motion for our highest-value segment. | ☐ 0 ☐ 1 ☐ 2 |
| 3.4 | Our funnel has defined stages with conversion benchmarks at each step. | ☐ 0 ☐ 1 ☐ 2 |
| 3.5 | Attribution data is trusted enough that the CEO or board actually uses it in planning conversations. | ☐ 0 ☐ 1 ☐ 2 |
| 3.6 | We have a documented, repeatable system for generating pipeline — not dependent on one person's relationships. | ☐ 0 ☐ 1 ☐ 2 |

04 Lifecycle & Retention

- | | | |
|-----|---|---|
| 4.1 | We have a defined onboarding experience that marketing helps shape — not sales or CS alone. | ☐ 0 ☐ 1 ☐ 2 |
| 4.2 | We run active expansion or upsell campaigns into our existing customer base. | ☐ 0 ☐ 1 ☐ 2 |
| 4.3 | We track net revenue retention (or a comparable metric), and marketing has a stated role in moving it. | ☐ 0 ☐ 1 ☐ 2 |
| 4.4 | We have a customer marketing or advocacy program — case studies, references, reviews, or community. | ☐ 0 ☐ 1 ☐ 2 |
| 4.5 | Churn signals are visible to marketing in advance — not discovered after the fact. | ☐ 0 ☐ 1 ☐ 2 |
| 4.6 | Customer lifecycle — onboarding, adoption, expansion, advocacy — is treated as part of the revenue engine, not an afterthought. | ☐ 0 ☐ 1 ☐ 2 |

Add up your score out of 48.

Then find your band below. Each one reflects a real, common stage — not a judgment.

0 – 12

Founder-Dependent

Growth is happening, but it runs almost entirely through one person's relationships, instincts, and hustle. There's no documented system yet — if that person stepped away for a quarter, pipeline would likely stall.

13 – 24

Patchwork

Real pieces exist — a few working campaigns, a positioning doc, a CRM with some data in it — but they aren't connected into one engine, and no single person owns the whole picture end to end.

25 – 36

Emerging Engine

The foundation is real: documented positioning, a repeatable pipeline motion, some lifecycle thinking already in place. What's missing is a senior owner to connect the pieces, close the remaining gaps, and scale what's working.

37 – 48

Scalable Engine

The revenue engine is largely built and owned across all four pillars. The opportunity now is optimization, expansion into new segments, and protecting what's working as the company scales.

Your score points to exactly where to start.

FOR FOUNDER-DEPENDENT & PATCHWORK SCORES (0–24)

Revenue Foundations Sprint

\$12,000 – \$15,000 · 4–6 weeks

A focused sprint that diagnoses and rebuilds your core GTM foundation — positioning, ICP, demand architecture, and the lifecycle gaps most companies don't know they have until they hit a retention wall.

FOR EMERGING ENGINE SCORES (25–36)

Fractional CMO Retainer

\$8,000 – \$10,500 / month

Full marketing function ownership — brand, product marketing, demand gen, and lifecycle — without the full-time executive cost. A senior owner to connect what's already there and scale it.

FOR SCALABLE ENGINE SCORES, OR HANDS-ON EXECUTION NEEDS

Embedded Revenue Architect

\$12,000 – \$14,000 / month

Hands-on build and execution across the full revenue stack, for companies that need an operator embedded in the work — not just strategy from the outside.

Book an intro call →

arcantu.com/book · we'll walk through your score together