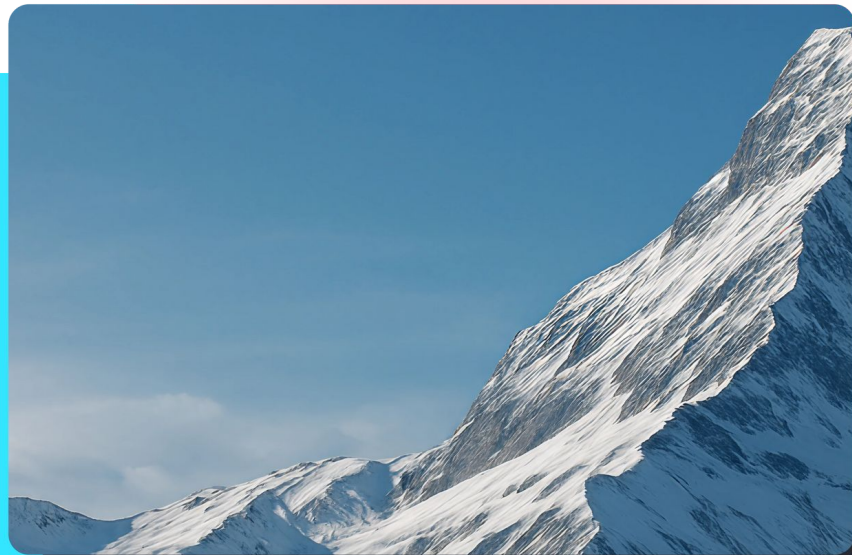




Go-To-Market Audits

Fast, structured insight into your GTM performance.



What is a GTM Audit?

A Go-To-Market (GTM) Audit is a structured, objective review of how your business drives revenue — across Strategy, Execution, and Culture.

It's designed to help founders, CROs, revenue leaders and investors spot what's working, where growth is stalling, and where improvements will unlock the most impact.

At Skald Advisory, we tailor each audit to your stage and situation — whether you're entering a new market, fixing pipeline issues, preparing for a fundraise, or just want an expert set of eyes. It's fast, practical, and focused on the areas that matter most.



Who is it for?

GTM Audits bring clarity to growth challenges — whether you're running the business or assessing it from the outside.

01

Founders & Exec Teams

For leaders navigating scale, change, or go-to-market friction — the audit highlights what's working, what's not, and what to do next.

02

Investors

For VCs and growth equity teams needing fast, objective insight — whether evaluating a deal or supporting a portfolio company.

Three dimensions of a GTM Audit

GTM Strategy

A review of how well your market focus, messaging, and commercial model support your growth goals.



GTM Execution

An evaluation of how effectively your go-to-market engine is operating across tools, processes, and pipeline.



Org & Culture

Insight into whether your team structure, rituals, and culture are set up to drive performance and accountability.

GTM Strategy

We assess whether your strategy is clear, grounded, and set up to scale. This includes who you target, how you position, and the bets you're making.

- **ICP & Segmentation** – Definition, accuracy, and how well your target matches actual buyers.
- **Positioning, Messaging & Proof** – The clarity of your value proposition — and the customer references that support it.
- **GTM Motions** – Fit between channel strategy (inbound, outbound, PLG, etc.) and how your buyers want to engage.
- **Pricing & Packaging** – Alignment between pricing, perceived value, and revenue goals.
- **Growth Hypotheses & Market Context** – The strategic bets you're making and how well they reflect market dynamics

GTM Execution

We examine how well your GTM engine runs day to day. That includes your processes, tools, data, and ability to execute at pace.

- **Sales Process & Pipeline Health** – Stage clarity, funnel quality, and deal movement.
- **Forecasting & Metrics** – How performance is tracked, forecasted, and acted on.
- **GTM Assets & Enablement** – Quality and consistency of decks, collateral, and sales tools.
- **Tech Stack & Systems** – Whether your tools (CRM, automation, etc.) support or slow down execution.
- **Operating Cadence & Cross-Functional Flow** – Meeting rhythms, handoffs, and feedback loops across Sales, Marketing, CS, and Product

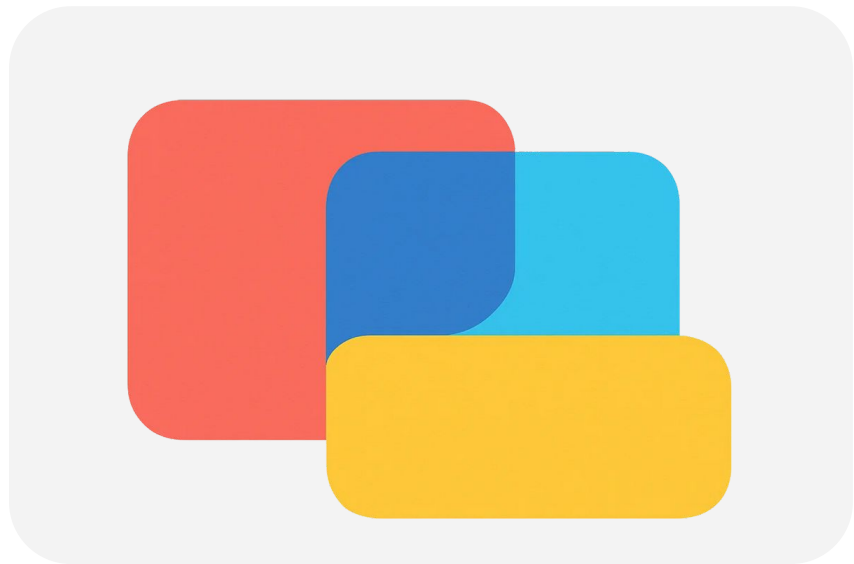
Organisation & Culture

We look at how your structure, people, and rituals support performance. The goal is to assess whether the organisation can scale with confidence.

- **Org Design & Role Clarity** – How teams are structured and responsibilities defined.
- **Goals, Incentives & Accountability** – Whether targets and rewards drive the right behaviours.
- **Talent & Capability** – Skill gaps, succession risks, and depth in critical roles.
- **Hiring & Onboarding** – How consistently you bring in and ramp high-impact hires.
- **Coaching & Development Culture** – How well people are supported, challenged, and grown.

What you get

Clear, actionable insight into your go-to-market performance.



Structured report

A detailed write-up covering Strategy, Execution, and Org & Culture — with observations, priorities, and risks clearly laid out.

Action plan

A prioritised set of recommended actions to improve focus, execution, and growth — tailored to your stage and team.

Optional debrief

A live session to walk through findings, answer questions, and shape next steps — whether you're acting now or planning ahead.

Audit Options at a Glance

	Full Audit	Lightning Audit
Depth	Deep dive which can optionally include benchmarking, market mapping and customer references.	A quick pulse check on GTM readiness providing fast insights for investors or exec teams.
Turnaround time*	2-3 weeks	2-3 working days
Cost	From 10,000	5,000
Best for	Founders, CROs, or investors needing deep clarity ahead of fundraising, GTM rebuilds, or hiring senior commercial roles.	VCs or execs who need fast insight to evaluate risk, readiness, or commercial direction.
Includes	Interviews, doc review, KPI analysis, strategy and execution diagnostics, optional benchmarking and market mapping	Remote interviews, desk-based review of GTM materials and metrics.
Output	Detailed report with findings, recommendations, and optional debrief workshop.	3-5 page summary with prioritised actions.

**If you are looking for an ongoing go-to-market partner, our [Fractional](#) offering may be better suited to you.*

How it works

01



Start

Book a short intro call to explore your goals and challenges. If there's a fit, we'll recommend the right audit option.

02



Audit

We run the audit — reviewing materials, data, and speaking with your team. You'll receive a clear, structured report.

03



Apply

Use the insights to sharpen focus, unblock growth, or support strategic decisions. We can stay involved to help you execute.



Ready to start? Let's talk



[Book a call](#)



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