

Signal Audit

GTM Decay starts in the signal layer. These are common questions most revenue orgs are not asking themselves.

TAM & TARGETING

- ☐ 01 Are you prioritizing and mapping your TAM by frequency of signals — or is it still a flat list?
 - ☐ 02 Do you know which accounts in your TAM have had zero signal activity in the last 90 days?
 - ☐ 03 When you enter a new vertical, do your signals change — or do you monitor the same ones?
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SIGNAL QUALITY

- ☐ 04 Have you ever mapped your closed-won deals backward to see which signals were present before first contact?
 - ☐ 05 Are you scoring accounts differently when multiple signals fire simultaneously vs a single signal?
 - ☐ 06 Do your signals have an expiration date?
 - ☐ 07 When a signal fires, do you know if that account has had signals fire before that went unworked?
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WORKFLOW EXECUTION

- ☐ 08 Can your SDRs articulate which signal fired on an account before they reach out?
 - ☐ 09 Does the signal that fires determine which sequence an account enters?
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GOVERNANCE

- ☐ 10 Who owns your signal criteria review — and when did they last update it?
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