



CAUGIA CONSULTING

GTM Intelligence Report

Prepared for: Acme SaaS Inc.

February 2026

SAMPLE REPORT

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SAMPLE REPORT Chapters 1-2 are fully readable. Chapters 3-8 require the full report.
Purchase at caugia.com/gtm-intelligence-report

CHAPTER 1

Executive Summary

Overall system health and critical findings

OVERALL GTM SCORE**58** / 100**DEVELOPING**

Your GTM system shows potential but lacks coherence across critical pillars. Multiple friction points compound into slow progress.

Executive Verdict

No single constraint dominates your system. GRIP scores cluster between 45-66 with less than 25 points spread between highest and lowest. Multiple small frictions compound into slow progress despite high effort. Teams work hard but results feel disproportionately modest. The correct approach is not wholesale reinvention but disciplined prioritization.

Key Findings

1. Implementation is the weakest GRIP dimension at 41, creating a 33-point gap with Guidance (74).
2. Sales Execution and Customer Success pillars score below 50, indicating structural friction.
3. Strategy-to-execution translation breaks down at the handoff layer — plans exist but don't land.
4. Revenue Operations infrastructure is developing (62) but not yet driving predictable outcomes.
5. The system matches The Ivory Tower archetype: strong intent, weak operational conversion.

CRITICAL ACTIONS — NEXT 30 DAYS

- Map execution handoff failures between Strategy and Sales teams
- Install weekly operating cadence with clear ownership contracts
- Prioritize playbook creation for top 3 deal scenarios
- Establish shared KPI dashboard visible to all GTM stakeholders

CHAPTER 2

GRIP Dimension Scores

Guidance, Resources, Implementation, Performance

Executive Verdict

Implementation is the primary constraint. Strategy and resources are present, but execution mechanics break down at handoffs. The system cannot convert intent into repeatable outcomes. Fixing this single dimension unlocks the existing investment across all other areas.

The GRIP View

How the four forces of your GTM engine balance out. Benchmark target: 70+ per dimension.

Guidance



ON TRACK

Strategic direction and ICP clarity

74
(+4)

Resources

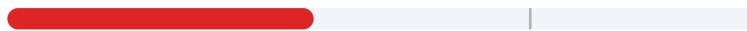


BELOW TARGET

Team capacity and investment allocation

66
(-4)

Implementation



CRITICAL

Sales execution and conversion efficiency

41
(-29)

Performance



BELOW TARGET

Revenue outcomes and growth trajectory

62
(-8)

GRIP Average: 61 · Spread: 33 points

Healthy spread: <10 points

SYSTEM PATTERN

The Ivory Tower

Strategy is strong, but execution breaks down in reality. The system cannot translate intent into action. Plans remain correct but non-operational. Teams debate endlessly about where to start because no single fix promises a step change.

YOUR #1 PRIORITY FIX

Build execution mechanics before adding strategy layers

Install playbooks, ownership contracts, and an operating cadence. Map where intent fails to become behavior. This single move typically recovers 15-25% of leaked pipeline value within one quarter.

What This Means

Busy teams, slow progress, and growing frustration. The correct approach is not wholesale reinvention but disciplined prioritization. Attempting to fix everything simultaneously will overwhelm capacity without delivering results.

Your Guidance score (74) indicates that strategic direction exists. The ICP is reasonably clear, leadership has a vision, and market positioning is coherent. This is your strongest dimension and should be protected, not reworked.

Resources (66) sit just below the healthy threshold. The team has capacity, but investment allocation may not be optimized for the current constraint. Redirecting budget from strategic projects toward operational execution would yield higher returns in the next quarter.

Implementation (41) is the critical bottleneck. At this score, the gap between strategy and execution is structural, not incidental. Playbooks are missing or inconsistent. Handoff protocols between marketing and sales are informal. Deal progression relies on individual heroics rather than repeatable systems.

Performance (62) reflects the drag created by implementation gaps. Revenue outcomes are below what the strategy and resources should produce. Conversion rates, cycle times, and expansion metrics all underperform relative to the system's potential.

Dimension Summary

| DIMENSION | SCORE | STATUS | PRIMARY ACTION |
|----------------|-------|--------------|---|
| Guidance | 74 | On Track | Protect and maintain. Do not rework. |
| Resources | 66 | Below Target | Redirect investment toward execution layer. |
| Implementation | 41 | Critical | Install playbooks and operating cadence. |
| Performance | 62 | Below Target | Will improve as Implementation is fixed. |

CHAPTER 3

Pillar-Level Diagnostic

Deep-dive scoring and analysis across all 12 GTM system pillars

This chapter provides individual maturity scores for each of the 12 pillars that comprise your GTM system. Each pillar is analyzed against industry benchmarks with specific friction points identified and prioritized.



Full analysis available in your report

Purchase the GTM Intelligence Report to unlock all chapters

CHAPTER 4

GTM Archetype Analysis

Pattern matching against 30+ growth archetypes

Your system's GRIP signature has been matched against our library of 30+ empirically validated growth archetypes. This chapter explains the behavioral patterns, typical failure modes, and proven recovery paths for your specific archetype.



Full analysis available in your report

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CHAPTER 5

Constraint Mapping

Primary and secondary bottlenecks identified

Using Theory of Constraints methodology adapted for GTM systems, this chapter maps the causal chain from your primary bottleneck through secondary effects. It reveals which constraints are causes and which are symptoms.



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CHAPTER 6

Competitive Positioning

Market context and differentiation analysis

This chapter analyzes your GTM positioning relative to market dynamics. It evaluates messaging coherence, competitive differentiation, and whether your go-to-market motion aligns with your actual competitive advantages.



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CHAPTER 7

90-Day Priority Roadmap

Sequenced execution plan with ownership matrix

A quarter-by-quarter execution plan organized by priority, effort, and expected impact. Each initiative includes ownership suggestions, success criteria, and dependencies. Quick wins are separated from structural improvements.



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