

GTM Measurement Reset Kit

A 10-minute executive worksheet to move from lead-era reporting to account-based revenue movement - with cleaner signals for Revenue AI.

Executive diagnostic • CEO / Founder / CRO / CMO / RevOps / Sales / SDR / Marketing • Takes 10 minutes

VISUAL MODEL REFERENCE

Lead-era reporting tracks activity. Account-based measurement tracks movement.

Coverage -> Readiness -> Throughput -> Yield

01

Coverage

Can we actually run an account-based motion?

Target account fit, contactability, buying-group completeness, role coverage, and account ownership.

02

Readiness

Are the right people showing buying energy?

Signal density, role diversity, intent topics, buying-group engagement, and purchase-ready thresholds.

03

Throughput

Are accounts progressing through the revenue ladder?

Target -> MQA -> AQA -> SQO movement, acceptance rate, hop time, and meeting set rate.

04

Yield

Is account-based GTM creating quality revenue?

SQO quality, win rate, ACV, cycle time, retention, expansion, and revenue from target accounts.



REVENUE AI

needs cleaner signals

Better metrics give AI better direction. Better attribution gives your team better learning.

Measure for movement.

Use this kit to spot where lead-era reporting is getting in the way, reset the operating model, and turn dashboard reviews into better revenue decisions.

Dashboard Reality Check

Use this page to spot whether your dashboard is measuring activity - or real account movement across the revenue cycle.

1 | WHAT FEELS MOST TRUE RIGHT NOW?

Check the 1-2 statements that feel most true right now.

- ☐ We can show activity, but not which accounts actually moved.
 ☐ Sales, SDRs, Marketing, and RevOps debate what "ready" means.
- ☐ MQLs, form fills, clicks, campaign touches still dominate the view.
 ☐ Handoffs happen, but acceptance and progression are not tracked cleanly.
- ☐ Buying-group coverage is not visible enough to trust engagement.
 ☐ AI is prioritizing from scattered signals or lead-era scores.

2 | AUDIT YOUR MEASUREMENT MODEL

Rate each statement 1-5 • 1 = unclear / weak • 3 = partly true • 5 = clear / trusted / working

01 Coverage

Target accounts, ICP fit, and buying-group roles are visible enough to act.
Ownership and routing are clear enough to trust.

Score ___ /5

02 Readiness

Intent and engagement signals are interpreted at the account level.
Readiness criteria are trusted across teams.

Score ___ /5

03 Throughput

We track Target -> MQA -> AQA -> SQO progression.
Acceptance, hop time, and meeting set rate are visible.

Score ___ /5

04 Yield

We connect target-account motion to SQO, win rate, ACV, retention, and expansion.
Leaders see quality, not just volume.

Score ___ /5

3 | YOUR READOUT

Your lowest score usually points to your first reset priority. If two are tied, use the symptoms above to break the tie.

Your first reset priority: _____

Coverage

Readiness

Throughput

Yield

What to Do First by Weakest Layer

Use your weakest layer to focus the first 90-day move, improve AI signal quality, and create a revenue proof point your team can trust.

01 Reset Coverage

Start here if: account or buying-group visibility is fuzzy.

Do first: map target tiers, buying-group roles, contactability, ownership, and routing.

Hold off on: treating engagement as meaningful before reach is solved.

90-day win: cleaner focus and stronger account visibility.

02 Reset Readiness

Start here if: signals exist, but readiness is debated.

Do first: define signal density, role diversity, intent keywords/topics, and purchase-ready criteria.

Hold off on: letting scores make the decision alone.

90-day win: better prioritization and faster follow-up.

03 Reset Throughput

Start here if: accounts stall after the handoff

Do first: instrument Target -> MQA -> AQA -> SQO, acceptance, hop time, and meeting set rate.

Hold off on: arguing attribution before movement is visible.

90-day win: clearer bottlenecks and trusted handoffs.

04 Reset Yield

Start here if: pipeline quality or revenue impact is unclear.

Do first: connect target accounts to SQO, win rate, ACV, cycle time, retention, and expansion.

Hold off on: volume dashboards without quality outcomes.

90-day win: better forecast confidence and revenue learning.

COMMIT THE FIRST 90-DAY RESET

Pick one first move - and be explicit about what you are not doing yet.

Our weakest layer is	_____	Owner
First dashboard change	_____	
By day 90, success looks like	_____	
What we are not doing yet	_____	

A measurement reset is not just reporting hygiene. It gives AI clearer signals and gives the GTM team a shared navigation system for revenue decisions.

Use AI as Your Thought Partner

Copy this into ChatGPT, Claude, or whichever AI tool you use to pressure-test your ABM measurement model and first 90-day reset.

PROMPT TO COPY / PASTE

Use this prompt with AI as your thought partner

Act as my GTM measurement strategist.

I want to replace lead-era ABM reporting with an account-based revenue KPI stack. Audit our current metrics and recommend a reset around Coverage, Readiness, Throughput, and Yield.

For each layer, identify:

1. The decision the metric should support.
2. Example metrics to track.
3. Which teams need to own the inputs.
4. Which lead-era metrics to de-emphasize.
5. The first dashboard and operating cadence changes to make in the next 90 days.

Use this context:

- ICP and target account model
- current funnel stages
- current ABM and marketing metrics
- Sales stages
- SDR handoff process
- CRM / MAP / intent data sources
- current reporting cadence

Then tell me:

1. Where our dashboard is tracking activity more than revenue movement.
2. Which layer is weakest and why.
3. How AI could prioritize, summarize, route, or recommend better once the model is reset.
4. Three changes we should make this quarter.

Be practical, commercially literate, and direct. Do not recommend buying more tools unless you can clearly justify why. If you are missing any relevant context, generate a list of intake questions for me to answer before providing any answers.

HOW TO USE IT

1. Paste the prompt into ChatGPT, Claude, or your preferred AI tool.

2. Add your current dashboard, funnel stages, handoff process, and reporting cadence.

3. Use the output to decide the first 90-day reset and the next GTM leadership conversation.

Better metrics give AI better direction. Better attribution gives your team better learning. Better account movement gives the whole GTM team a clearer path to revenue.