STRATEGY · DECISION TREE

GTM Motion Decision Tree

For founders choosing their first go-to-market motion — walks through deal size, buyer type, and founder fit to arrive at one recommended starting motion.

How to use this: Answer each question in order, following the guidance to the next question or to a recommended motion — do not skip ahead based on preference.

Step 1: What is your average deal size (ACV)?

Estimate your realistic annual contract value per customer, not your aspirational price.

- [ ] Under roughly $3,000/year: proceed to Step 2 leaning product-led.
- [ ] Roughly $3,000-$15,000/year: proceed to Step 2, motion depends on buyer type.
- [ ] Above roughly $15,000/year: proceed to Step 2 leaning founder-led or sales-led.

Step 2: Who is the buyer, and how do they decide?

Identify who actually pulls the trigger on payment and whether approval from others is required.

- [ ] An individual or small team can decide and pay without approval from anyone else -> supports product-led.
- [ ] A manager or department head decides, with light approval needed above them -> supports founder-led sales.
- [ ] Multiple stakeholders, procurement, or a committee must sign off -> supports founder-led or sales-led, product-led is not viable alone.

Step 3: Founder fit check

Be honest about what the founder will actually do week after week, not what sounds good in theory.

Is the founder willing and able to spend 10+ hours a week in direct sales conversations for the next 2-3 months?

Does the founder have existing relationships or credibility in the target market that would make direct outreach effective?

Would the founder rather build a self-serve experience than run sales calls, even if it takes longer to see revenue?

Step 4: Cross-Reference and Recommendation

Match your answers from Steps 1-3 against the table below to find your starting motion.

ACV	Buyer Type	Founder Fit	Recommended Starting Motion
Under $3K	Self-directed individual/team	Any	Product-led
$3K-$15K	Self-directed individual/team	Prefers building over selling	Product-led with light-touch follow-up
$3K-$15K	Manager approval needed	Willing to sell directly	Founder-led sales
Above $15K	Manager or committee approval	Willing to sell directly	Founder-led sales
Above $15K	Committee/procurement	Not willing or able to sell personally	Sales-led (hire a seller early)

Step 5: Commit and Set a Review Date

Write down the motion you landed on and commit to running it deliberately before reconsidering.

Our starting motion is:

We will run this motion consistently, without adding new motions, until this date:

We will judge whether it's working by this specific measure (e.g., number of conversations booked, signups converting, deals closed):

Signals It May Be Time to Evolve the Motion

- [ ] Deal sizes have grown enough that self-serve conversion has plateaued and prospects are asking for a call before buying.
- [ ] The founder-led sales process is working consistently and could be documented and handed to a hire.
- [ ] Buyers are increasingly asking for procurement, security review, or multi-stakeholder sign-off that a single-person motion can't handle.