

# GTM Model Quiz

## Find the Right Go-To-Market Strategy for Your SaaS Brand

Choosing the wrong GTM model leads to wasted spend, misaligned teams, and slow growth. This quiz helps you identify the strategy that fits your product, market, and growth stage.

Answer these 8 questions and uncover whether your business should be **Product-Led**, **Sales-Led**, **Hybrid**, or **Community-Led Assist**.

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### Question 1: What is your product's time to value?

- A. Users get value within minutes of signing up
  - B. It takes a few days of setup and use
  - C. Value is unlocked after guided onboarding or demo
  - D. It varies—users often rely on peers to understand the value
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### Question 2: What's your average contract value (ACV)?

- A. Less than \$5,000
  - B. \$5,000–\$20,000
  - C. \$20,000–\$100,000
  - D. \$100,000+
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### Question 3: How complex is your product onboarding?

- A. Very simple—users can self-onboard
  - B. It helps to have tutorials or a help center
  - C. Needs a human touch (demos, setup calls, success managers)
  - D. Users often learn through community or peer examples
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### **Question 4: How do your best customers typically discover your product?**

- A. Organic word-of-mouth or product-led referrals
  - B. Content, search, and organic marketing
  - C. Outbound sales and partnerships
  - D. Through communities, events, or influencers
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### **Question 5: What does your expansion model look like?**

- A. Usage-based or seat expansion happens naturally
  - B. Upgrades tied to feature unlocks or volume tiers
  - C. Requires strategic account management and upsell
  - D. Customers often discover new value through community content
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### **Question 6: Who is your primary buyer?**

- A. Individual contributor or small team

- B. Department lead or mid-level decision maker
  - C. Executive or C-suite stakeholder
  - D. It depends—sometimes it's driven bottom-up through advocates
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## Question 7: How urgent is the problem you solve?

- A. Extremely—users are actively searching for a solution
  - B. Medium—pain exists but urgency varies
  - C. Low—sales often have to create urgency
  - D. It depends—buyers act after seeing others solve the problem
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## Question 8: How much involvement does your sales team have today?

- A. Minimal—product does most of the work
  - B. Light touch—sales closes upgrades or supports later in the cycle
  - C. Heavy involvement—sales drives most deals
  - D. Sales is optional—community drives most activation or awareness
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## Tally Your Answers

- Mostly **A's** → You're ready for **Product-Led Growth**  
Let the product sell itself. Focus on seamless onboarding, quick value delivery, and

usage-driven expansion.

- Mostly **B's** → You're in **Hybrid GTM** territory  
Combine PLG with targeted sales. Use product data to trigger sales outreach and support larger account expansion.
- Mostly **C's** → You need a **Sales-Led GTM** model  
Your buyers need guidance. Invest in sales enablement, lead qualification, and consultative selling.
- Mostly **D's** → You thrive on **Community-Led Assist**  
Focus on activating and scaling your user community. Support advocacy, education, and peer-driven trust.