// WHO PAYS · THE GTM THESIS · CHECKLIST

Before You Scale

Six checks before you add salespeople or raise the ad budget. Most go-to-market failures skip these steps. Tick each one you can honestly say yes to.

- [ ] **01 Do people pay?**
  Not "do they sign up" or "do they use it." Do they pay. Ask for money early, even a small amount. A "yes, I'd pay for that" is not the same as a card number.

- [ ] **02 Do you know why they pay?**
  Ask ten of the people who paid, or the ten closest to paying. What problem were they solving? What did they compare you to? What did they expect it to cost? Their answers tell you the price, and the motion.

- [ ] **03 Can you explain the price in one sentence?**
  If a customer needs to ask what a credit is, the price isn't ready.

- [ ] **04 Can you win a customer for less than that customer is worth?**
  If you can't say what it costs you to win one, don't add people yet.

- [ ] **05 Does it work without you?**
  If every deal depends on the founder, you have a few good deals, not a motion yet.

- [ ] **06 Is the product ready for twice as many customers?**
  If support, setup or delivery would crack, fix that first.

> If you can't say yes to most of these, adding salespeople or spending more on ads won't help. It will make the problem bigger. And before any of it: decide who pays, then decide how to sell.

Sun Dahan
I help founders and CEOs decide who pays, choose how to sell, and enter the US market.

From "Most Go-to-Market Failures Are Mismatches" · Who Pays, the GTM thesis

Want help applying this? Let's talk.
sundahan@gmail.com
sun-dahan.com · linkedin.com/in/sundahan