

5 Common GTM Mistakes

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- 1 Not having a clear ICP**

means time is wasted on unqualified leads and missed high-value opportunities.

 - 2 Not knowing the buyer**

missed opportunities to address key decision-makers' roles, pain points, and motivations effectively.

 - 3 Not creating urgency**

results in delayed decisions, with prospects feeling no need to act now, stalling deal progression.

 - 4 Failing to differentiate**

makes it harder to stand out, leaving prospects unclear on why they should choose you over others.

 - 5 Focusing on features**

rather than the value they deliver fails to connect with customer needs, making the product seem irrelevant or less impactful.