

First 180 Days of Cybersecurity Go-To-Market

A practical checklist for turning early market noise into a focused, repeatable GTM motion.

How to use it: check an item only when you have a written artifact, market evidence, or a repeatable operating habit.

Days 1–30 Define the GTM wedge

- ☐ One primary ICP; no blended personas
- ☐ Pain stated in buyer language
- ☐ Urgency trigger identified
- ☐ Pain owner, risk owner, budget owner, blocker mapped
- ☐ No-go prospect criteria written down

Output: *Priority ICP ready for validation*

Days 31–60 Validate pain before selling

- ☐ Discovery run with target buyers, not friendly engineers / specialists
- ☐ Problem, urgency, and consequence tested
- ☐ Buyer language and objections captured
- ☐ Success criteria and buying triggers captured
- ☐ ICP refined if pain is weak, abstract, or inconsistent

Output: *Evidence that buyers feel enough pain to act*

Days 61–90 Build targeting and outreach

- ☐ Account filter based on pain indicators
- ☐ Contact map for economic buyer, technical buyer, champion, blocker
- ☐ Role-specific messages written
- ☐ Focused account list built
- ☐ Short, low-friction outreach that leads with immediate value

Output: *Outreach motion against the right accounts and roles*

Days 91–120 Create qualified pipeline

- ☐ Qualification gates set before demo or POC
- ☐ Pain, urgency, consequence, owner, and consensus path confirmed
- ☐ Common disqualifiers documented and used
- ☐ Demo tied to buyer-defined value and risk reduction
- ☐ “Good conversation” excluded unless buyer owns the next step

Output: *Qualified opportunities instead of activity*

Days 121–150 Make demo/POC progression repeatable

- ☐ Demo success criteria agreed before the demo
- ☐ POC plan has scope, owner, timeline, metrics, exit criteria
- ☐ Security, legal, procurement, data, and integration blockers surfaced
- ☐ Internal decision map confirmed
- ☐ Stall reasons reviewed and converted into GTM changes

Output: *Repeatable path from discovery to commercial decision*

Days 151–180 Install the GTM feedback loop

- ☐ Targeting list quality, reply rate, meetings, qualification, demos, POCs, losses tracked
- ☐ Weekly GTM review with action owners
- ☐ One variable changed at a time: ICP, role, pain, proof, offer, channel, CTA
- ☐ Targeting, messaging, and sales-process issues separated
- ☐ Outreach scaled only when inputs reliably create qualified pipeline

Output: *System that improves from market feedback*

Reality check

By day 180, can you answer these precisely?

- ☐ Which segment has the strongest pain?
- ☐ What trigger makes them act now?
- ☐ Which buyers and blockers must agree?
- ☐ What proof do buyers need?
- ☐ Why do deals stall?
- ☐ Which metric tells you what to fix next?

Signals you may need help

These are common capacity and know-how gaps.

- ☐ You cannot pick one ICP
- ☐ Discovery does not converge
- ☐ Outreach is ignored and the root cause is unclear
- ☐ Demos feel positive but do not create buyer-owned next steps
- ☐ POCs stall without success
- ☐ You are considering resellers before your own motion is calibrated