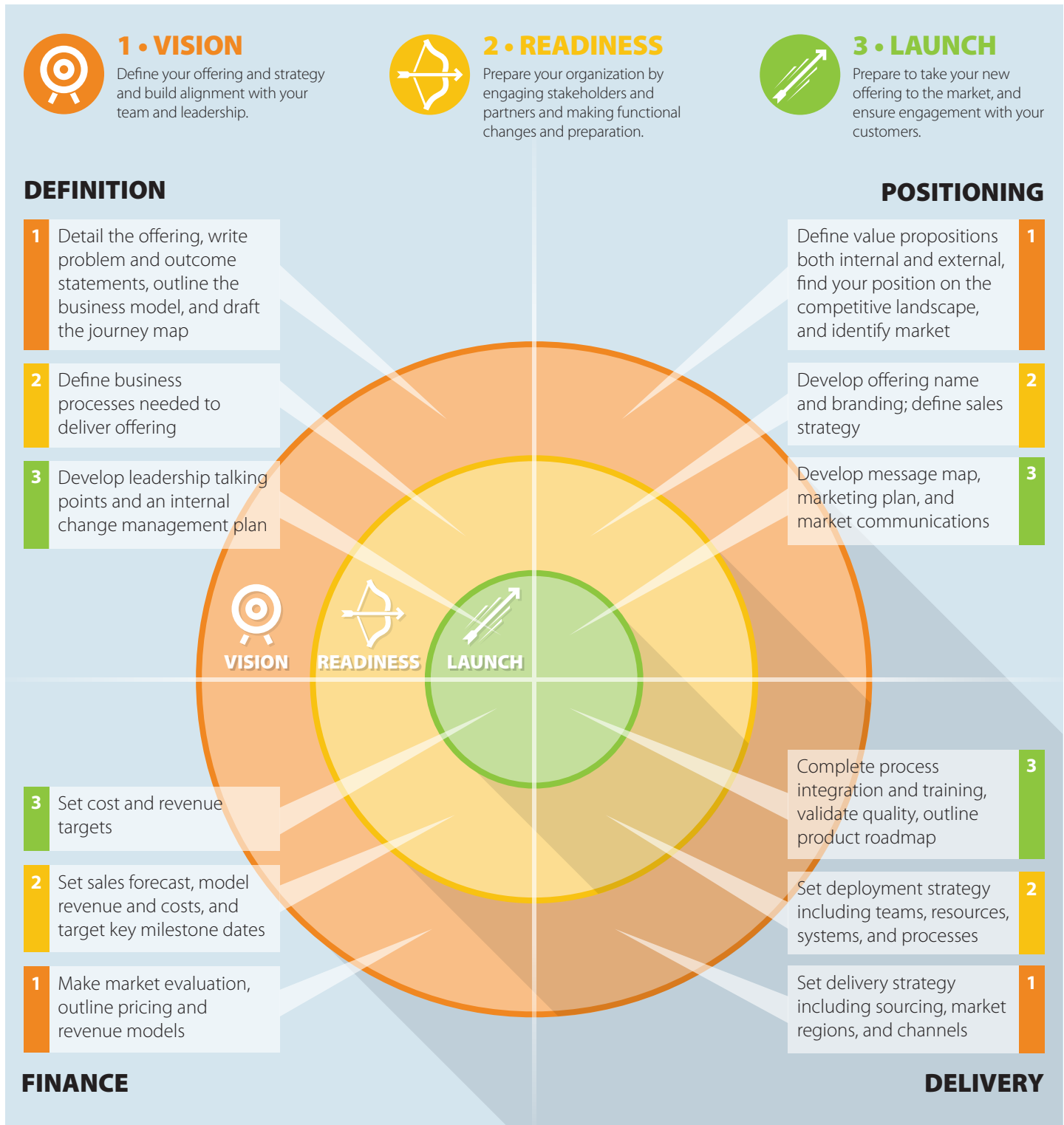


# A GTM Framework

Although GTM plans vary widely by industry and offering type, this framework captures essential considerations that apply for any plan. It's organized by three phases (vision, readiness, and launch) and four focus areas.



If you want to learn how ThoughtForm can accelerate your GTM plan, get in touch at [www.thoughtform.com](http://www.thoughtform.com) or 412.488.8600.

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