

# AI GTM Readiness Checklist

A 1-Page Guide to Launching a High-Impact, Revenue-Ready AI Program

Unify → Structure → Activate

## UNIFY → Get Your GTM Data House in Order

Prioritize GTM use-cases — not IT or general LLM demos

- ✓ Create a cross-functional project success and data governance steering committee to oversee AI project success, readiness, launch and compliance
- ✓ Tag subject-matter experts (PMs, SEs, top reps) as high-trust sources to create data governance actions for the 3I's: Incomplete, Inaccurate, Inconsistent data
- ✓ Identify your tribal knowledge silos: Slack threads, Zoom calls, RFPs, Notion, Seismic, Gong, etc.
- ✓ Identify your structured knowledge silos and system of records: CRM, Enablement, CMS, Docs, and Product Wikis.
- ✓ Get all your structured and unstructured data in an AI-ready data lake e.g. Docket's Sales Knowledge Lake™ ready to build AI-driven tools or agents on top of it.

► **Red flag:** Your "GTM AI initiative" is being run by IT without RevOps or sales ownership

## STRUCTURE → Turn Chaos into Actionable Context

- ✓ Define a common GTM taxonomy: market, segment, product, customer, competition, deal stage, use case, objection and more.
  - ✓ Map knowledge to selling stages: Discovery, Qualification, Objection Handling, Demo Prep, Demo
  - ✓ Build and launch your AI-driven tool that supports a clear use case that drives KPI impact.
  - ✓ Set up a human feedback loop (top reps validate → AI gets smarter)
  - ✓ Govern access and answer quality (SOC 2/ISO if needed)
  - ✓ Align with RevOps on KPIs: AE efficiency, deal velocity, win rate, onboarding time
- ✓ **Pro tip:** Start with 3–5 early user adopters and get feedback on the AI-tool, use case and impact early and frequently

## ACTIVATE → Get to Seller Impact, Fast

- ✓ Deploy the AI-tool inside sellers' daily tools (Slack, Salesforce, Chrome, email)
- ✓ Run a pilot tied to a key tangible outcome that matters to users: e.g. "Reduce time-to-answer from 5 hrs → 3 sec", "Complete every RFPs in 2 hours".
- ✓ Track usage + impact: e.g. Number of questions answered, adoption curve, time saved
- ✓ Market it internally by giving your AI a name, and use early champions to drive pull, create usage rewards, and gamify team-wide adoption

**Your goal: 80%+ seller adoption in 30 days, and a direct tie to revenue outcomes**

# AI-activated sales knowledge for *33% higher seller efficiency*

Try out our AI agents

**AI Seller**  
*for Website Visitors*

Generate New Pipeline  
and Revenue

**AI Sales Engineer**  
*for AEs*

Increase Seller  
Efficiency

**Sales Knowledge Lake™**

