



**g2m**



Is your company  
actually ready to scale  
in

*Latin  
America?*



Strategic **Go-To-Market diagnostic**  
for Global Technology Companies

# Why most **LATAM** expansions fail ?



- Copy-paste GTM models
- Misaligned channels
- Weak pipeline discipline
- Execution risk ignored

**LATAM** is not a sales problem.  
It's a go-to-market design problem.

**This assessment identifies  
GTM risks before execution  
destroys value.**

# HOW IT **WORKS**

- Takes 10–12 minutes
- Designed for CEOs, CROs, VP Sales, Head of Expansion
- Scores readiness across 5 critical GTM dimensions
- Outputs a clear risk profile + recommended next steps

## **Each question is scored:**

**0 = Not in place**

**1 = Partially defined**

**2 = Clearly defined and operational**

# Do you understand how **LATAM** actually buys?

	<b>Question</b>	<b>Score</b>
1	We clearly understand how customers buy in LATAM (not how they buy in the US/EU).	
2	We know who the real economic buyers are in our target LATAM segments.	
3	We have validated demand beyond pilot customers or inbound interest.	
4	Our value proposition resonates with LATAM-specific business problems.	
5	We understand the cost of "doing nothing" for our LATAM buyers.	
<b>TOTAL</b>		

**Max Score : 10**

# Is your GTM adapted or copy-pasted?

	Question	Score
6	Our LATAM GTM model is intentionally different from our US/EU model.	
7	Pricing reflects local economics, not global assumptions.	
8	We have clear rules for discounting and deal approval.	
9	Our GTM strategy defines where we sell direct vs indirect.	
10	We have a documented LATAM market-entry roadmap.	
<b>TOTAL</b>		

**Max Score : 10**

# Can partners actually make money selling for you?

	Question	Score
11	We have clearly defined partner roles (distributor, integrator, reseller)	
12	Partner margins are sufficient to motivate selling behavior.	
13	We protect partner deals and avoid channel conflict.	
14	We actively enable partners beyond basic product training.	
15	Our channel strategy scales without constant executive intervention	
<b>TOTAL</b>		

**Max Score : 10**

# Is your **pipeline real** – or optimistic?

	<b>Question</b>	<b>Score</b>
16	We have a structured deal qualification framework in LATAM.	
17	We can identify who really decides and who can block deals.	
18	Our pipeline includes validated budget, urgency, and ownership	
19	Leadership trusts LATAM forecasts.	
20	We regularly inspect deals for hidden risk.	
<b>TOTAL</b>		

**Max Score : 10**

# Are you ready to deliver at scale?

	<b>Question</b>	<b>Score</b>
21	Support, logistics, and operations are ready for LATAM complexity.	
22	We understand country-specific risks (regulation, currency, logistics).	
23	We know who owns failure if something breaks.	
24	Our partners can execute without constant firefighting.	
25	We have clear success metrics for LATAM execution.	
<b>TOTAL</b>		

**Max Score : 10**

# SCORING & INTERPRETATION



**0–20 → HIGH RISK**

**Your LATAM expansion is likely to stall or fail without GTM redesign.**

**21–35 → FRAGILE**

**Some foundations exist, but execution risk is high**

**36–45 → PROMISING**

**You are close, but blind spots will slow scale.**

**46–50 → READY TO SCALE**

**Your GTM is intentionally designed for LATAM.**



**If your score is below 45,  
expansion will be harder — and  
more expensive — than it needs  
to be.**

Request a **LATAM GTM Strategy  
Review**