Enrich Services

Partner GTM Fit Scorecard

A scorecard for evaluating whether a product or service is ready for Enrich-led GTM collaboration.

How to use this lead magnet

Use this document as a working aid in an internal leadership discussion. Capture current-state observations, issues, decisions, owners and immediate next steps before initiating a larger advisory, diagnostic or implementation program.

Core sections

- Offering clarity and ICP fit
- Proof points and sales enablement
- Commercial readiness and attribution
- Partner role clarity
- Joint pipeline governance

Workshop capture table

Fit area	Evidence available	Gap	Score	Owner	Next step

Recommended 30-60-90 day conversation

First 30 days: Clarify the business problem, current-state baseline, owners, available data and immediate quick wins.

Next 60 days: Run the focused diagnostic/workshop, define target-state operating model, prioritise initiatives and create governance cadence.

Next 90 days: Launch controlled pilots or execution waves, track adoption, review benefits and refine the roadmap.

Contact Enrich Services

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