

# The GTM Alignment Gap: Why Teams Fall Out of Sync and What to Do About It



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# Study overview

*We partnered with The Martec Group to collect and analyze data from a panel of research respondents, which included 350 go-to-market professionals across Sales, Marketing and R&D.*

*The sample included decision-makers and individual contributors from the United States, United Kingdom, Germany, France, and the Netherlands.*

Go-to-market (GTM) teams are the catalysts of business transformation—translating strategy into action by launching innovative products and services that fuel growth.

However, there's a pervasive issue: **85% of GTM teams report frequent struggles with misalignment.**

Recognizing these challenges, Mural partnered with The Martec Group to commission a study aimed at identifying exactly where alignment breaks down within GTM teams.

The goal: to equip organizations with clear, actionable strategies to improve GTM motions, reduce wasted resources, and accelerate business outcomes.

## TAKEAWAY #1

# The perception and the reality of GTM alignment do not match

### Bottom Line

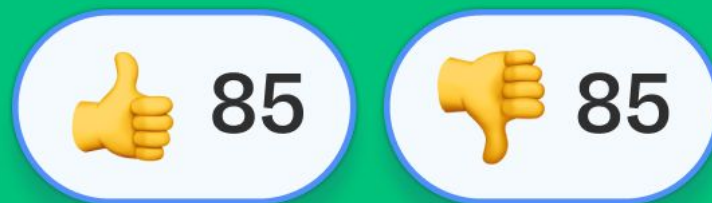
There's a critical disconnect: 85% of GTM teams feel confident in their team best practices, yet 85% also face regular misalignment. This gap is a major barrier to driving transformation and growth.

### Recommendation

GTM leaders need to take immediate steps to assess and bridge alignment gaps by analyzing where roadblocks occur across Marketing, Sales, and R&D.

Using these insights, they can identify friction points, then clearly define roles, responsibilities, and decision-making authority across all GTM partners.

Read the full study at  
[mural.co/blog/gtm-alignment-gap-research-study](https://mural.co/blog/gtm-alignment-gap-research-study)



## TAKEAWAY #2

# The impact of misalignment is costing companies revenue

### Bottom Line

The 85/85 Alignment Gap isn't just a risk to revenue—it's actively costing your business in wasted resources and missed opportunities.

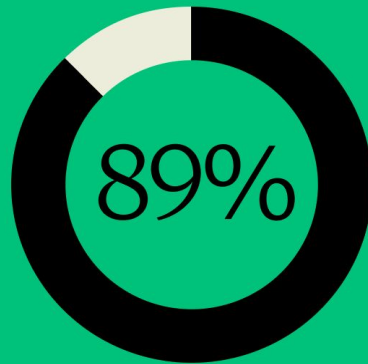
### Recommendation

To close this gap, GTM teams need to put the customer at the center of every strategy and process.

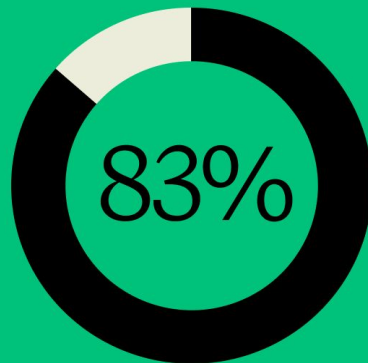
By aligning around customer needs and priorities, teams can eliminate inefficiencies, reduce unnecessary work and wasted resources, and maximize both impact and revenue.

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How would you characterize the impact or consequences when go-to-market collaboration breaks down?



of respondents say breakdowns in their go-to-market collaboration have direct revenue-related impacts



of respondents indicate that collaboration breakdowns result in indirect revenue-related consequences

### TAKEAWAY #3

## GTM teams lack clarity on their roadmap for success

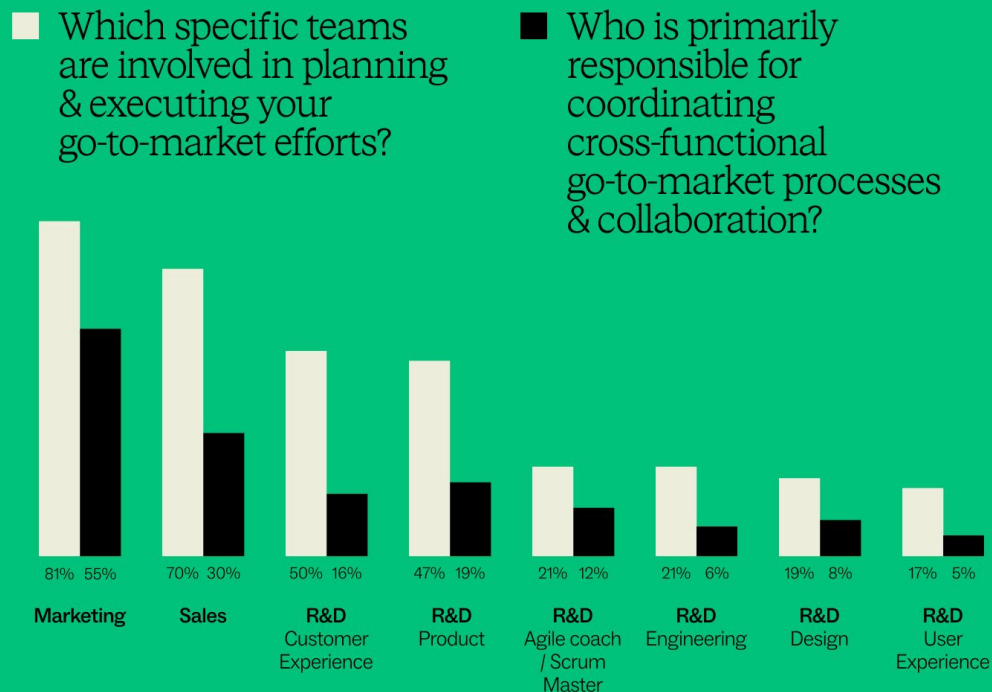
### Bottom Line

Many GTM teams lack clarity on their vision, success metrics, key responsibilities, and even team composition—creating confusion and inconsistency.

### Recommendation

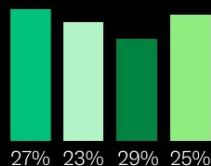
GTM leaders can align Sales, Marketing, and R&D by unifying each group around a shared go-to-market strategy and the entire customer journey.

Together, define common success metrics and a clear RACI model to clarify ownership at every step to ensure all team members understand their role and how their work supports overall business goals.

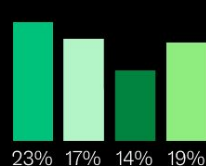


### TAKEAWAY #3 (con't)

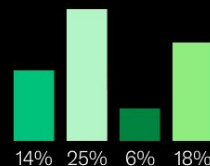
Which of the following customer touchpoints do you think need more collaboration?



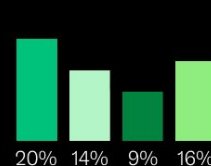
Customer acquisition cost



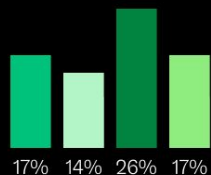
Customer lifetime value



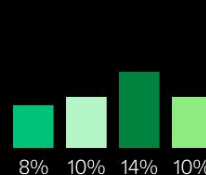
Win rate



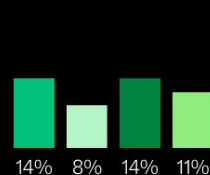
Conversion rate



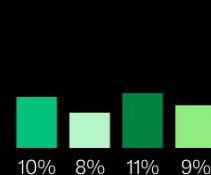
Number of qualified leads



Annual & monthly recurring revenue



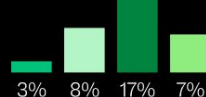
Net Promoter Score



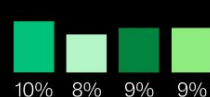
Customer activation rate



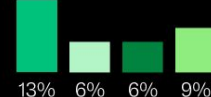
New user growth rate



Return on ad spend



Number of website visitors



Number of demo bookings

#### TAKEAWAY #4

## There are many tools for collaboration, but no single GTM tool for alignment

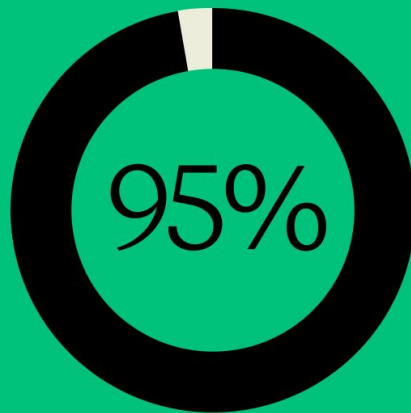
### Bottom Line

Teams are using different tools, but don't have a single hub where all GTM partners can align and move quickly together—a solution that 95% agree would make a major impact.

### Recommendation

Leverage a centralized visual collaboration platform to enable real-time data sharing, transparency, and workflow visibility across Marketing, Sales, and R&D. Use a shared workspace to track progress, assign ownership, and hold cross-functional meetings to review metrics and resolve blockers.

If your go-to-market teams had a centralized system that supports cross-functional collaboration for go-to-market planning, how impactful would it be in executing your goals?



of respondents say it is “extremely impactful” or “very impactful”

- 45% Extremely impactful
- 50% Very impactful
- 5% Somewhat impactful
- 0% Not very impactful
- 0% Not at all impactful

## TAKEAWAY #5

# Tools alone can't bridge the Alignment Gap. GTM teams also need better processes & methods

### Bottom Line

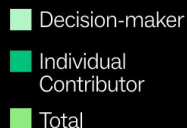
While GTM teams are eager for a centralized tool, one cross-functional platform alone won't solve chronic misalignment. GTM teams point to a lack of process, communication strategy, and trusted methods as a cause of miscues and poor collaboration.

### Recommendation

Closing the GTM Alignment Gap requires more than just collaboration tools—it demands clear roles, unified processes, and a shared vision. By scaling proven methodologies across teams and adopting a visual collaboration platform, you can break down silos and ensure everyone is aligned.

Read the full study at  
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## What do you think causes misalignment among your go-to-market teams?



### Difficulty in clearly communicating between teams



### Complexity of internal & external coordination needed



### Lack of a clear go-to-market strategy & goals



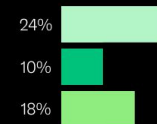
### Absence of a clear & effective go-to-market process to follow



### Large & frequent organizational changes



### Unclear deadlines & project priorities to meet





# Ready to close the GTM Alignment Gap?

Mural and LUMA provide the central tool and proven methodologies you need to synchronize your people, platform, and processes—so your go-to-market team can achieve seamless collaboration and real growth.

Contact us today to see how Mural and LUMA can help your team align, innovate, and win.

**Get in touch: [Mural.co/contact-us/sales](https://mural.co/contact-us/sales)**



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