

Creating your go-to-market strategy

3 to 5 day initial engagement

How effective was your last product, service or solution launch?

What does the engagement deliver?

A re-useable process template that becomes your standard for go-to-market launches of your offerings.

How we achieve this?

We create with you, based on our go-to-market steps, your process from idea to launch and follow-through, across all involved departments that can be managed through structured projects.

The process covers 5 major stages:

- assess why your clients will buy your offering - in the way and volume that you want
- identify the target audience – specifically who are we going to market, sell and deliver to?
What do we know of their business? Whom therein do we know? Why will they buy?
- develop clear value propositions and sales materials for different clients and segments
- plan a sales campaign; be ready for a coordinated launch, engage all participating departments - Marketing, Sales and Delivery, plus all who must do something new or extra after the launch
- launch, execute, measure and adjust – execute the launch and deployment plan, follow-through with measurement of results and feedback, adjust the approach as required.

How we facilitate

This is your business. These are your people, your products, services and solutions. We work with you to create your go-to-market process. From then on, we can facilitate your planning and reviews and provide objective advice, guidance and feedback in key areas such as:

- project definition, planning and management
- risk management
- identification of client targets
- voice of the client and client feedback
- targeted Value Proposition - development and testing
- sales enablement and training
- launch and campaign planning
- tracking, measuring and adapting

“It worked for us. Now we have a process which we use for all client offerings”. (Marketing Exec. CGS)

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