



Your Go-To-Market plan doesn't need to be complex...

LEADERSHIP, SALES STRATEGY, SALES, GO TO MARKET

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A GTM strategy doesn't need to be complex, in essence it's really a step-by-step plan forces you to think through all the actions required to get your product or service to your target audience.

The beauty of it is that it forces the entire team to align around a simple plan that is market and customer focused. It forces you to think through the issues and be aware of barriers to entry before you actually go live.

The benefits of a well-designed GTM strategy include increasing the likelihood you will achieve the marketing, revenue, and business goals associated with the plan. It drives alignment at a leadership level around the same goal and reduces the time and money spent on your marketing efforts, speeds up the sales cycle, and improves ROI.

Whilst GTM sounds so logical, many organisations miss the opportunity to get it right because they overlook some simple steps in their discovery process.

There are some simple questions you can ask yourself as part of the planning process:

Question 1

Identify who you're selling to. Who are you trying to reach with your marketing messages and the marketing campaign? Who are you trying to influence?

Question 2

What problems and needs does the customer want to address? What solutions will your product provide?

Question 3

What support (systems, people, tools) will your marketing and sales departments use to win customers? What marketing tactics and tools will you use to reach your audience, differentiate your product, and generate interest?

Question 4

Where are you going to promote the product? Will you attend events such as trade shows or create branded pop-up shops? Will your campaign primarily rely on inbound marketing? Where will your ads be displayed and incentives offered?

Question 5

Typically, products and services launch when they are ready, especially if you're trying to beat a competitor to market. Sometimes, however, other factors determine the timing. Are you launching at the best time to make an impact in the market?

Question 6

How will you distribute the product? How will you move the customer through the funnel and drive conversions? How will you track your campaign and its elements, identify problems, and make adjustments when necessary?

As you can see, simply asking and thinking through these questions make you delve into the detail, identify challenges, solutions, and answers, and determine how to best execute your GTM strategy from messaging and product positioning to promotion and advertising.

To learn more about how your teams can achieve better alignment and work more efficiently towards customers goals feel free to download one of our Whiteark case studies or alternatively reach out on whiteark@whiteark.com.au and we'd be more than happy to help you identify some possible strategies to deliver more aligned customer outcomes.

Looking to develop your sales team? Reach out.

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We understand that execution is the hardest part, and so we roll our sleeves up and work with you to ensure we can deliver the required outcomes for the business. Our co-founders have a combined experience of over 50 years' working as Executives in organisations delivering outcomes for shareholders. Reach out for a no obligation conversation on how we can help you. Contact us on whiteark@whiteark.com.au

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