



Module 5

Go to Market Strategy

Now it is time to bring your specific product or service to market. A good Go to Market strategy should answer 3 questions

Which customer or customer segment are you trying to reach?

What value do you bring?

How are you going to reach your customer?

1. Customer

Which customer segment(s) will you address? This can be more than 1 customer segment but don't forget to keep focus





Module 5

Go to Market Strategy

Are there certain customers you don't want to work with? Who are they?

Understand your customer (company level)

- What is important to them?
- What are their pains & frustrations?
- What are their goals?

This will form the base for your general messaging and value proposition





Module 5

Go to Market Strategy

List the different influencers in a typical sales process. This can be

- Decision maker (who finally says yes or no, for example CEO)
- Influencers (can be internal or external)
- Gate Keepers (who can say no, for example CTO, CFO)

What is important to them personally? What are their individual goals?

This will be important for your Go to Customer Strategy, where you need to consider the different interests of the people involved





Module 5

Go to Market Strategy

2. Value

What value are you offering?

- Quantitative
- Qualitative





Module 5

Go to Market Strategy

List per product or service offering how it will benefit your customer



Module 5

Go to Market Strategy

3. Channels

Sales and Marketing

Is your product or service marketing or sales intensive?

Price	<input type="checkbox"/>	Low	<input type="checkbox"/>	High
Market Size	<input type="checkbox"/>	Big	<input type="checkbox"/>	Small
Complexity	<input type="checkbox"/>	Simple	<input type="checkbox"/>	Complex
Fit	<input type="checkbox"/>	High	<input type="checkbox"/>	Low
Customer	<input type="checkbox"/>	B2C	<input type="checkbox"/>	B2B
Relationship	<input type="checkbox"/>	Short	<input type="checkbox"/>	Long
Touch	<input type="checkbox"/>	Low	<input type="checkbox"/>	High

If you checked mainly the boxes in the left column, your business is marketing intensive. If you checked mainly the boxes in the right column, your business is sales intensive

Define your marketing strategy per product or service / per market segment

- What will you offer?
- At what price?
- How will you reach the customer?



Module 5

Go to Market Strategy





Module 5

Go to Market Strategy

Define your sales strategy per product or service / per market segment

- Will you go direct or indirect?
- Will you use sales agents?
- How will you approach customers?





Module 5

Go to Market Strategy





Module 5

Go to Market Strategy

Distribution

How will you get your products to your customer?



Module 5

Go to Market Strategy

After Sales Service

What is absolutely necessary in your industry / what is the minimum you have to offer?

Think about ways how you can stand out of the crowd?



Module 5

Go to Market Strategy

Define your strategy to deliver after sales service

