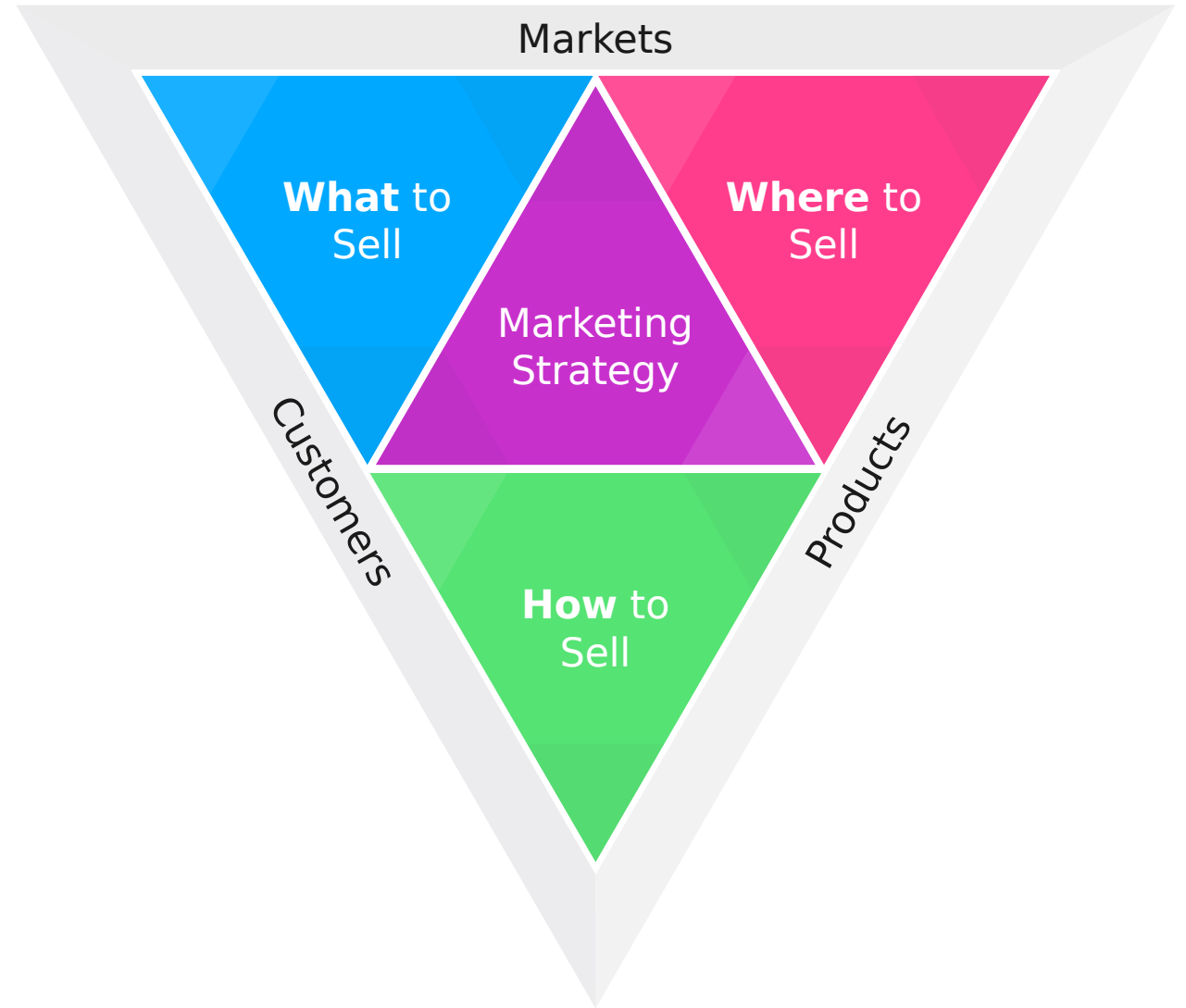


Go To Market Strategy Template

Enter your subhead line here

Marketing Strategy involves **WHO** the firm will go after and **WHAT** it will offer them and **How** to sell them.

Go To Market Strategy is a component of the overall marketing strategy and concerned with how the firm will make it happen.

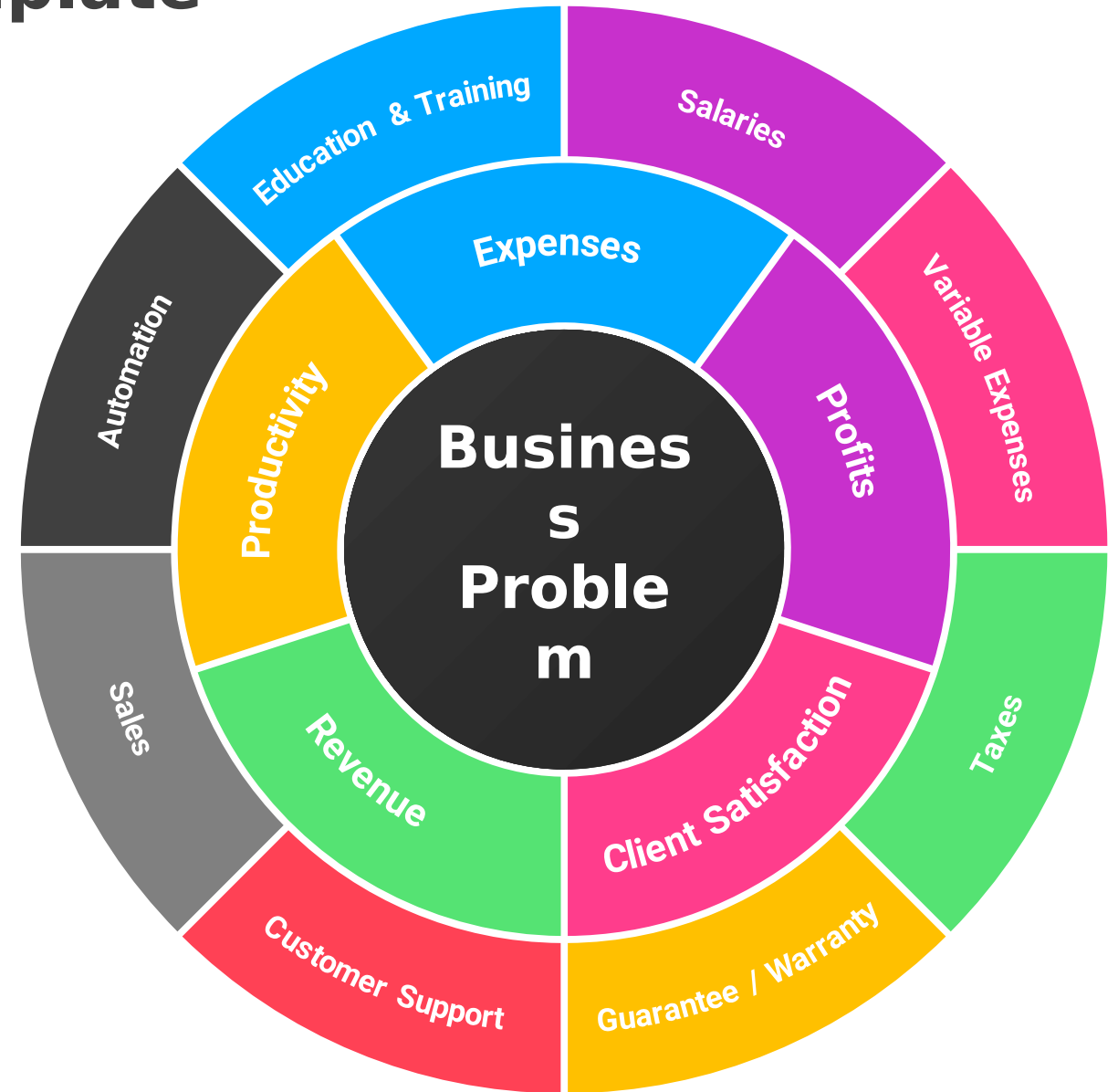


Go To Market Strategy Template

Strategy Partnering

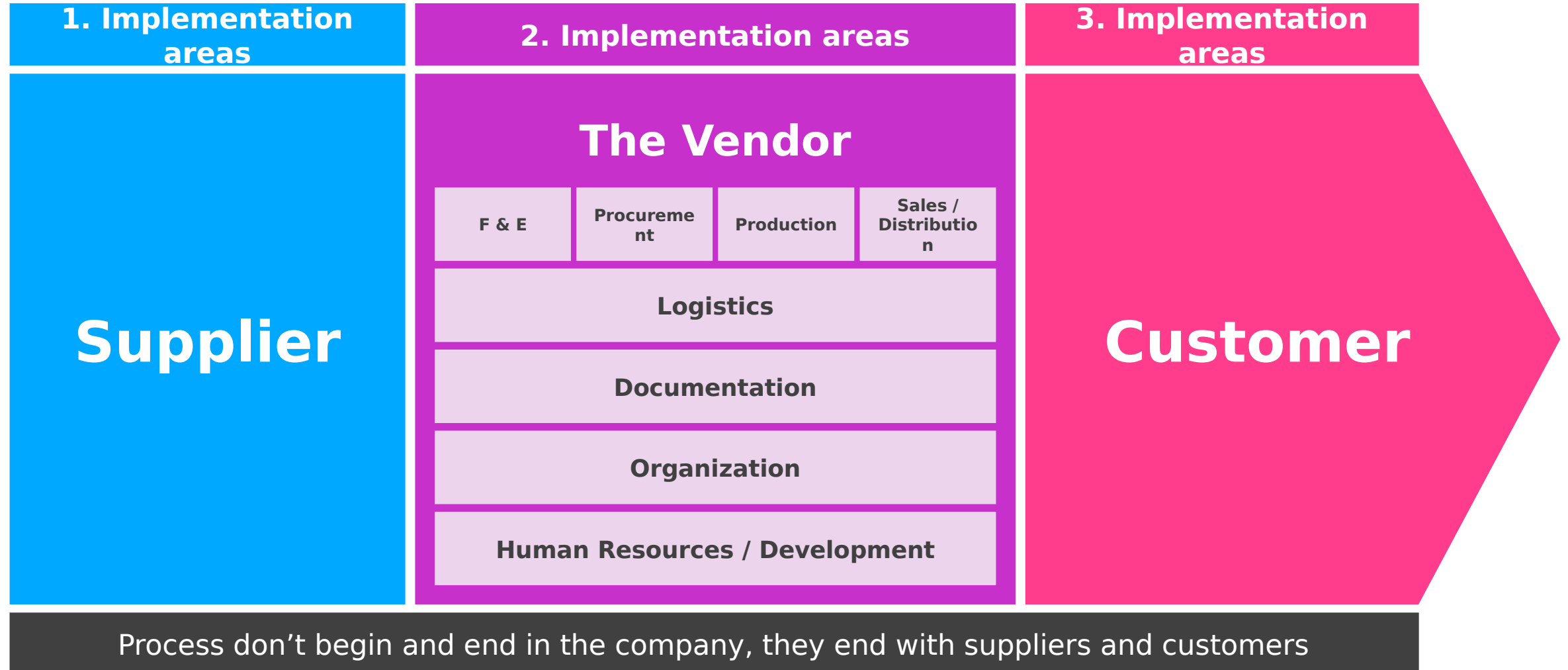
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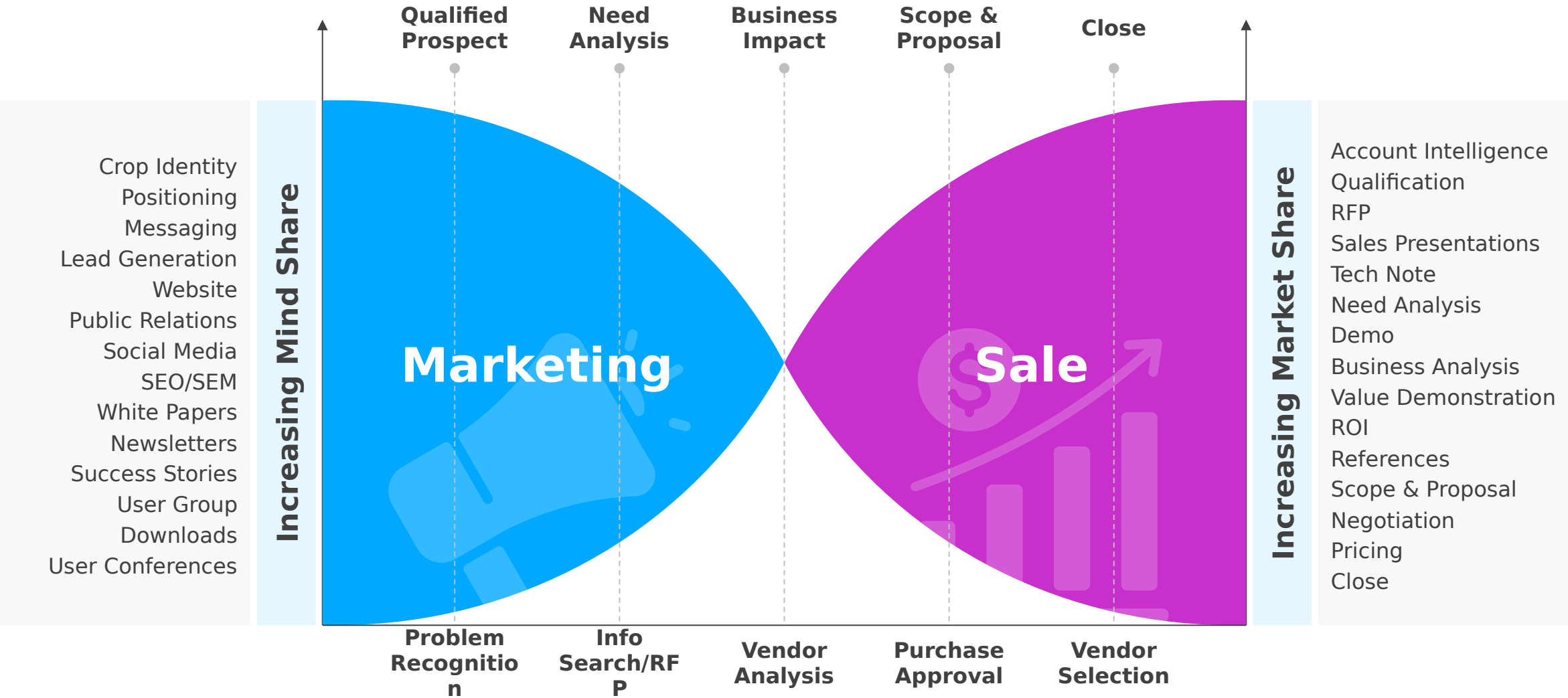
Go To Market Strategy Template

Areas of Implementation



Go To Market Strategy Template

Sales & Marketing Synchronization



Go To Market Strategy Template

Customer Needs Analysis



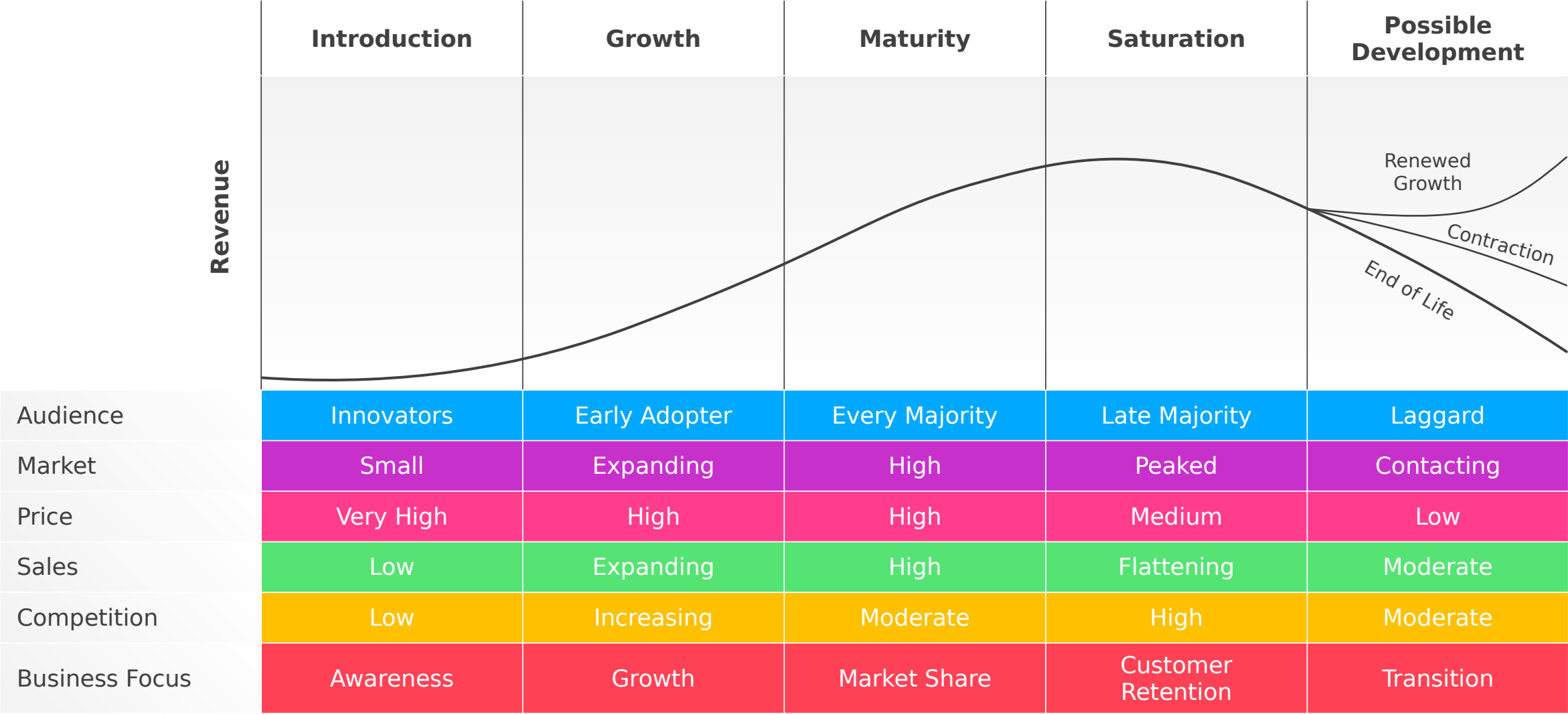
Go To Market Strategy Template

Partnering



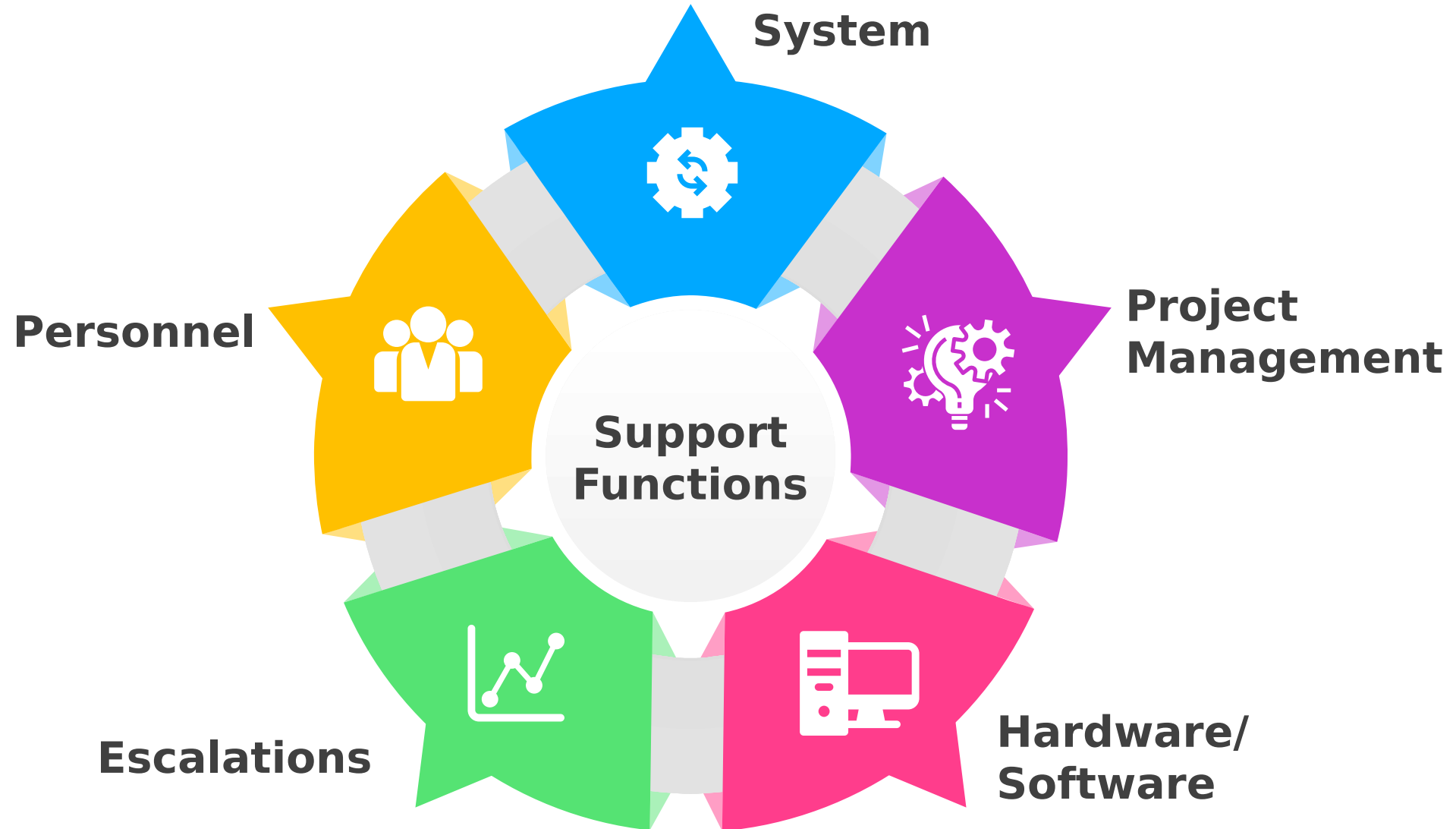
Go To Market Strategy Template

Market Maturity



Go To Market Strategy Template

Support Functions



Go To Market Strategy Template

Increase Direct Selling Time

Core Selling

↑

Account Reviews

Contract

References

Account Research and Planning for Meetings

Communications with Prospects In Pipeline

Meetings with Prospects & Customers Follow-Up

Orchestration of Internal Resources

Prospecting

Proof of Concept

Quotes/Configuration

Responses to Proposals

Training Account Planning

↓

Non-Core Selling

Expense Reports

Administrative Requests

Internal Emails

Communications to Prospects not in the Sales Pipeline

Communications to Exiting Customers

Sending Collateral

Building a Database of Companies and Contacts

Prospecting (Outside of Named Accounts)

Internal Meetings

Scheduling Meetings

Scheduling Executives

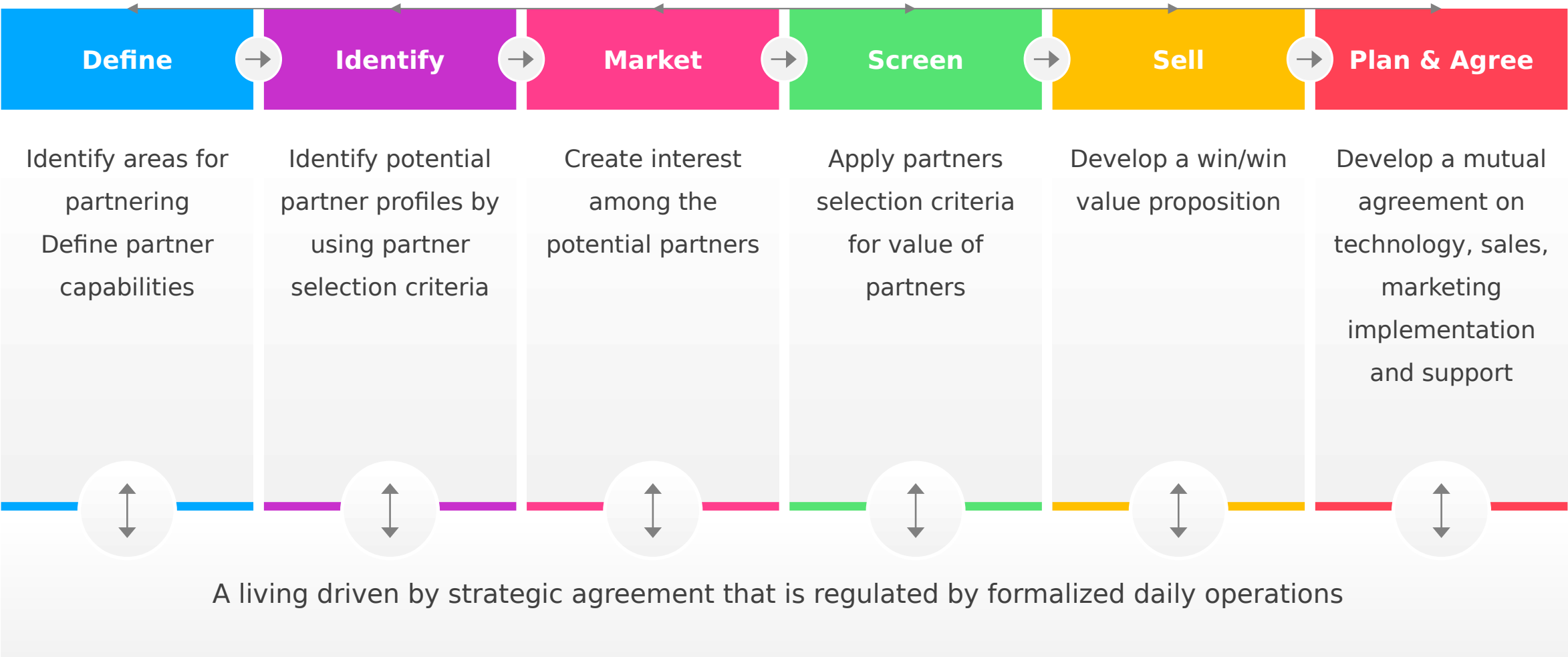
Post-Sales Requests

Set-Up and Tear Down at Events

Searching for content (pricing, collateral references, research notes, white papers, etc...)

Go To Market Strategy Template

The Partner Process



Go To Market Strategy Template

SWOT Analysis

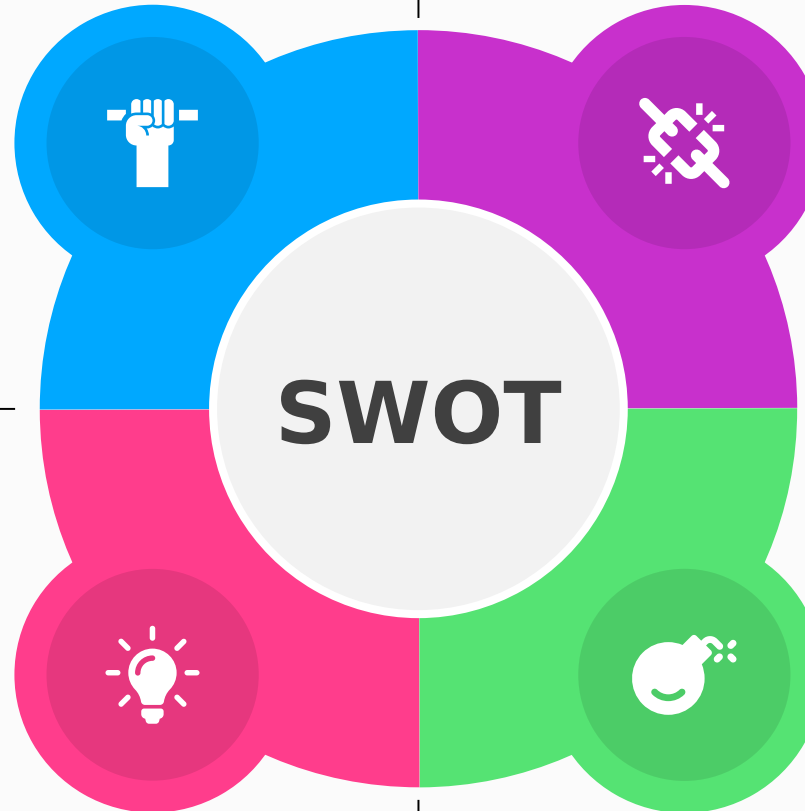
STRENGTHS

- What do you do particularly well
- What do you do that is unique in the marketplace
- What do your customers/clients ask for you to do over and over again

OPPORTUNITIES

- Are there new situations coming down the road that you can take advantage of (new programs being offered, new faculty joining the department, new tools available to you)
- Are the gaps in the “market” that you can fill

Internal Factors



External Factors

WEAKNESSES

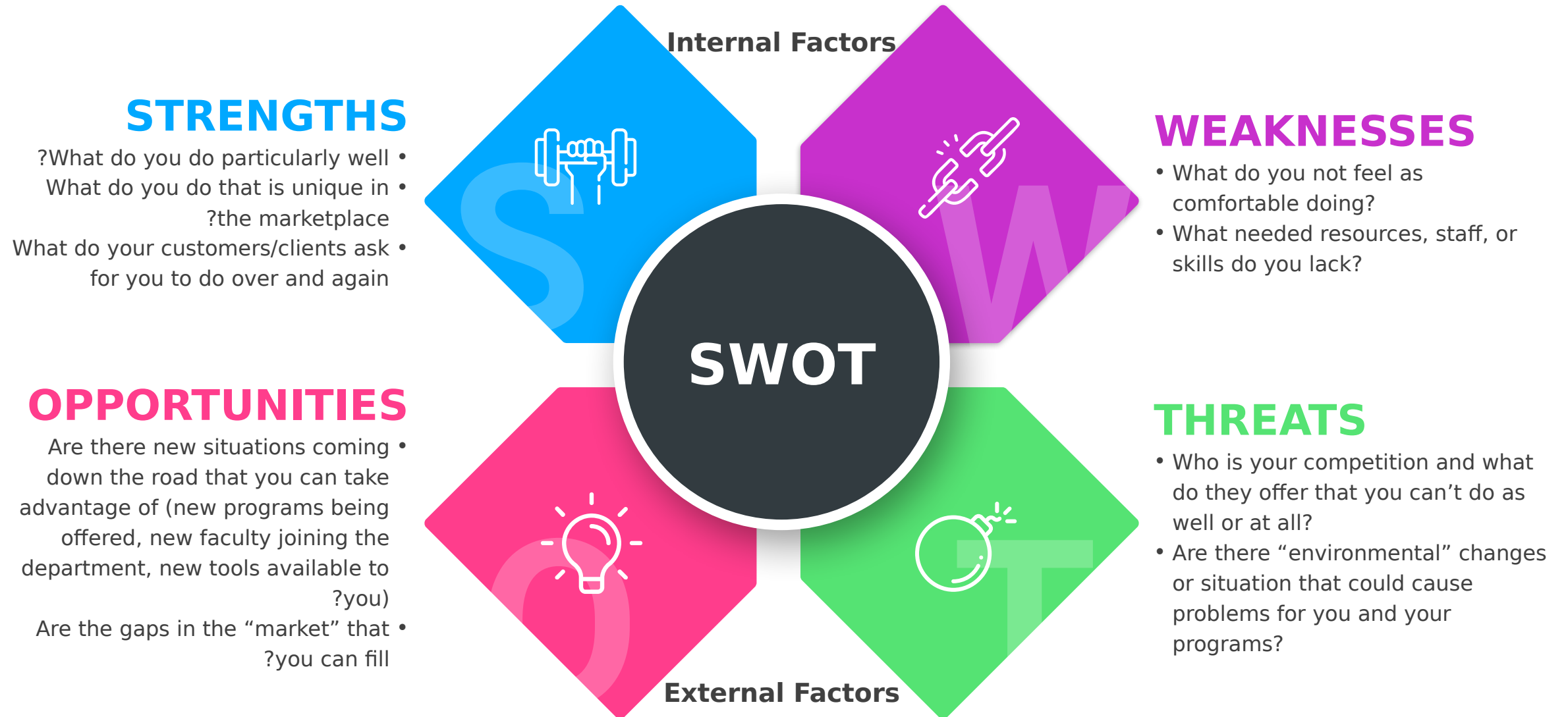
- What do you not feel as comfortable doing?
- What needed resources, staff, or skills do you lack?

THREATS

- Who is your competition and what do they offer that you can't do as well or at all?
- Are there “environmental” changes or situation that could cause problems for you and your programs?

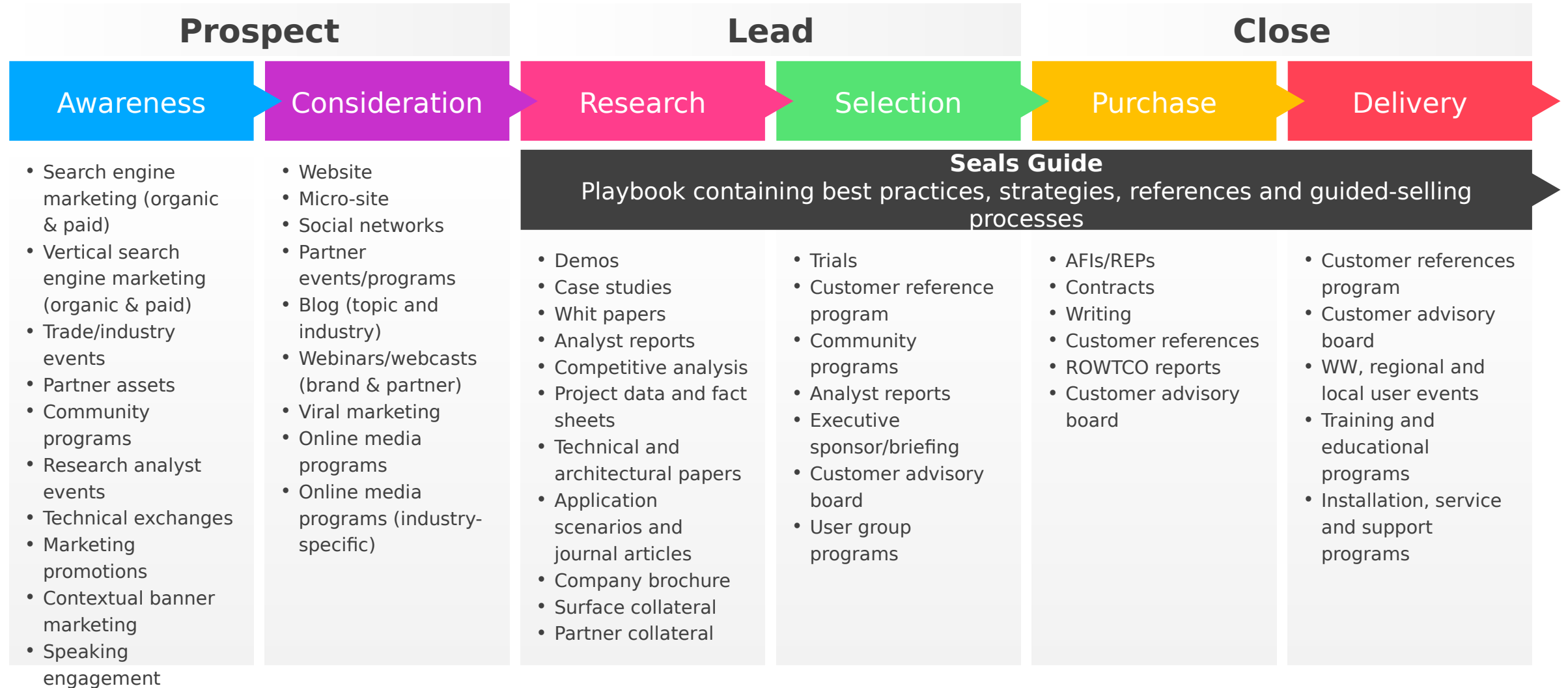
Go To Market Strategy Template

SWOT Analysis



Go To Market Strategy Template

Journey Board



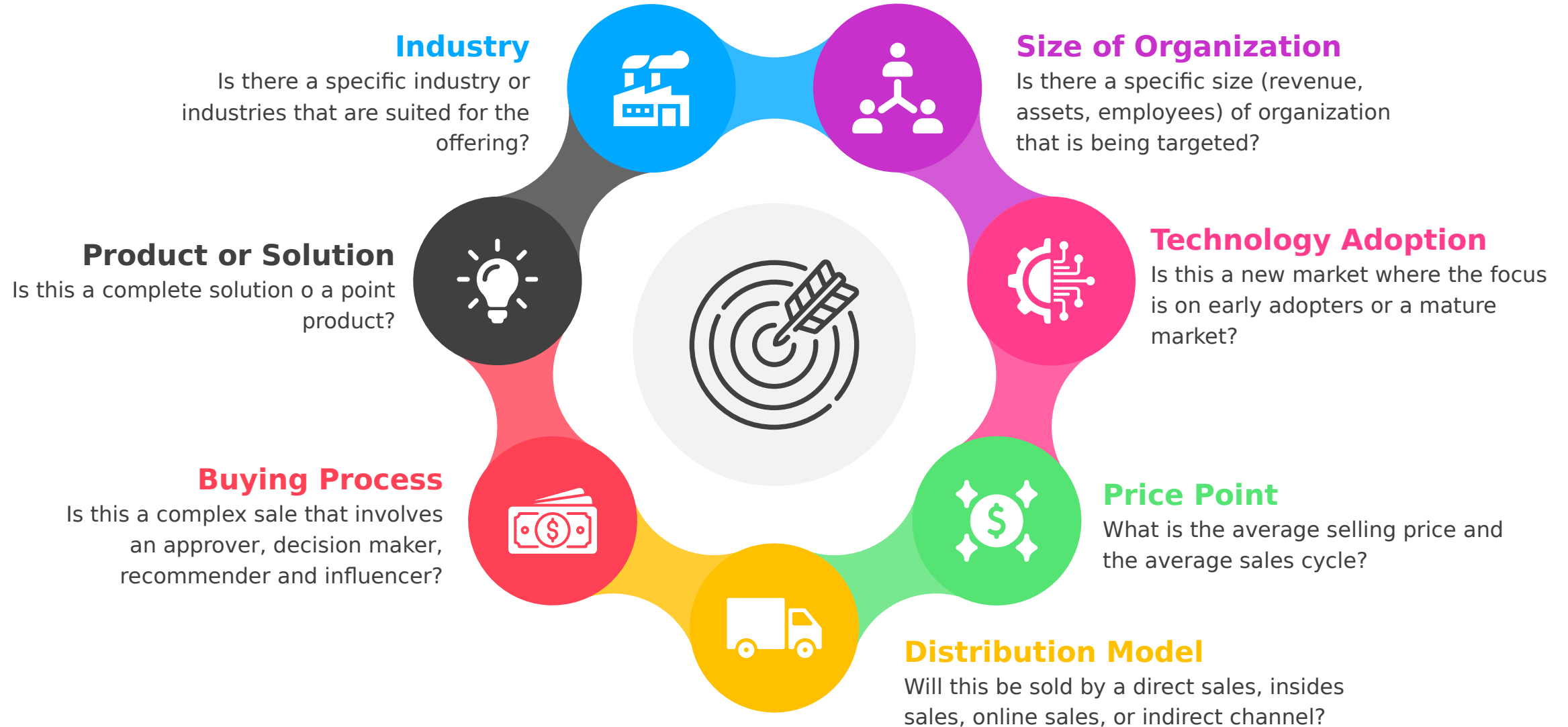
Go To Market Strategy Template

Sales Process

Sales Mode	Technical Criteria (Non-Selling)		Business Criteria (Selling)	
Prospects Focus	Recommender	Influencer	Decision Maker	Approver
	• Function (manual) • Uncovering the unknown	• Features (components) • Intro knowledge relevant to the subject at hand	• Advantages (the edge) • Map our ideas to their professional interests	• Benefits (results) • Value of partnership
Sales Activity	Exploring • Prequalifying • Research • Profiling • Learning the organization	Initiating • Data gathering • Documenting • Requirements • Learn bridges	Sponsoring • Right person • Right agenda • Right time • Dimension • Value (process)	Leveraging • Vendor of choice • Hard results • Soft results • Impact (rep)

Go To Market Strategy Template

Who Are You Selling To?



Go To Market Strategy Template

Distribution Model

	Strategy	Company Size	Industries	Target	Deal Size	Sale Cycle	Offering
Direct	Own the sweet spot of our market by developing relationship with customers and prospects via the sales and service directors These will be large enterprise software solution.	Primary market: companies that have \$500M to \$5B in revenue and have an enterprise data center between 5,000 and 50,000	Financial services Government Healthcare, Insurance, Retail, Technology, Defense, Communication	CIO, COO, CIO VP of OP's. infrastructure. Capacity Planning, etc. Director of DC OPs: infrastructure Technology etc. M-level: DC Manager, manager of IT. Etc.	Product: 679K Service: \$987	Typically, 6 to 9 months	New customers: Product A Existing Customers: Product B Upgrade or Product A
Tele-Sales	Leverage the installed base to drive product upgrades, promote educational classes and develop qualified leads for the sales directors over the phone	Installed base and the primary market when purchases are <=\$20K	Installed base	Installed base	<=\$30K	Typically, 1 to 3 months	Maintenances Renewals Education Deals <=\$20K
Business Partner	Leverage the business partners to provide territorial coverage across north America where we do not have a sales director	Primary market: companies that have less than \$500M in revenue	Financial services. Government. Healthcare, Insurance, Retail, Technology, Defense, Communication	C-level V-level D-level M-level	Typical software component is about \$15 to \$30K	Typically, 3 to 9 months	Resell Product A Resell Product C

Go To Market Strategy Template

Market Thumb Print

	Who to Sell			What to Sell			How to Sell		
Offering	#Of Employees	Industries	Titles	Medium	ASP	Quota	Channel	ASC	Approach
Solution 1	100k+	Industries 1, 2, 3	XVP-Level	On-premise or SaaS	\$1M	\$100M	Global Accounts, SI's	12 month	Account based selling
	KIK+	Industries 1, 2, 3, 4	XVP-Level	On-premise or SaaS	\$750K	\$50M	Named Accounts, SI's	12 month	Account based selling
	5,000+	Industries 2, 3, 4, 5	XVP-Level	On-premise or SaaS	\$500K	\$30M	Named Accounts,	6 to 9 month	1:1 selling on relationship
Solution 2	2,500+	Industries 2, 3, 4, 5, 6	C-Level	SaaS	\$300K	\$20M	General Territory	6 to 9 month	1:1 selling on relationship
	1,000+	Industries 3, 4, 5, 6, 7	C-Level	SaaS	\$200K	\$10M	Inside, VARs	6 month	Other people's relationship
	750 to 1,000	Industries 3, 4, 5, 6, 7, 8	C-Level	SaaS	\$100k	\$5M	Inside, VARs	6 month	Other people's relationship
Solution 3	500 to >1,000	Industries 4, 5, 6, 7, 8, 9	VP-Level	SaaS	\$75K	\$3M	Inside Resellers	1 to 3 month	Targeted account lists
	100 to >500	Industries 5, 6, 7, 8, 9, 10	Director	SaaS	\$25K	\$1M	Inside Resellers	1 to 3 month	Targeted account lists
	<100	Industries 5, 6, 7, 8, 9, 10	Director	Download	\$5K	\$250K	Distributors	30 days	Website