



## IS YOUR **revenue attainment** ALIGNED WITH YOUR **market opportunity?**

GoToMarket is a marketing/sales consultancy that provides unique executive-level operational experience for software and SaaS (software-as-a-service) companies. We rapidly identify gaps in go-to-market execution that impact a software vendor's ability to consistently predict revenue attainment and customer acquisition goals/expectations.

GoToMarket professionals are engaged to analyze the go-to-market revenue chain to rapidly determine gaps, issues and barriers to success and deliver the operational leadership to implement change that results in aligning marketing and sales for optimal productivity — expanding the opportunity pipeline, improving customer acquisition and retention, lowering the cost of sales and ultimately ensuring reasonable revenue attainment targets are achieved.

### **Alignment's Five Fundamentals**

- ▶ **Is your customer and market opportunity aligned with your company/product positioning?**
- ▶ **Is your solution aligned with your customer's need/pain?**
- ▶ **Is your marketing execution (...and competencies) aligned with your business strategy?**
- ▶ **Is your sales model (...and competencies) aligned with your target market?**
- ▶ **Is marketing aligned with sales?**

Only the best software or SaaS companies can answer these alignment questions confidently and take the required action to bridge the gaps. Unfortunately, inconsistent answers are the norm that result from the "silo" nature of most software organizations...where boundaries exist between strategic planning (market and product strategy) and tactical execution (marketing communications, sales and customer relationships).

# GO-TO-MARKET **Alignment**

## Market Opportunity

## Revenue Attainment

### **Who? (customer)**

Target Markets Identified  
Customer Identified  
Buyer/Influencer Identified  
Need/Pain Identified  
Competitive Landscape  
Product Strategy

### **What? (solution)**

Product Requirements  
Product Roadmap  
Market Positioning/Branding  
Unique Value Proposition  
Pricing/Packaging

### **How? (generate)**

Demand Generation  
Sales Model/Channel  
Optimization  
Team Optimization  
Sales Enablement  
Sales Execution  
Measurement/Metrics

Most organizations that fail to achieve ongoing and consistent success have an issue somewhere in their “go-to-market” alignment. Their target market or customer is too small or poorly defined. Their product value proposition is poorly articulated or undifferentiated. There are delays and unresolved issues in the handoffs between marketing programs and sales execution.

## ACHIEVING **“Sustainable”** REVENUE GROWTH

Go-to-market alignment ensures that every customer facing employee and partner know to whom the company is selling (...target customer/market); what the company has to sell (...including solution differentiation); and how the solution is to be sold (...execution plan regarding people, process and tools). Maximizing customer and revenue attainment requires mastering, and continually updating these “who, what, how” fundamentals.

GoToMarket offers its software clients (CEO's, Marketing, Sales and Business Development executives) a broad range of services to address company-wide, line-of-business and/or functional go-to-market alignment issues. Our experience allows us to step into the leadership role as an interim executive, to provide operational assessment and mentoring to an existing executive or to assume a fully outsourced operational function.

## Services Areas

### Market Alignment

- Develop/execute product launch plans
- Optimize marketing mix and budget
- Corporate and product-level communication strategy
- Develop/execute lead generation and qualification programs
- Awareness through industry influencers/media
- Ensure an integrated sales/marketing closed-loop exists

### Product Alignment

- Provide a clear and concise definition of the customer
- Validate/refine product – as it relates to customer need/pain
- Assess competitive strengths and weaknesses
- Refine product positioning and roadmap
- Assess/refine licensing and pricing strategies

### Sales & Channel Alignment

- Optimize direct & indirect sales model
- Assess sales team and channel partners
- Recruit/staff to meet required competencies
- Assess/redesign compensation plans
- Assess/refine sales process and methodology
- Enable, execute, measure sales team

### Interim Executive Management

- Leadership – Focus – Goal Setting – Execution
- Positive, non-disruptive change
- Develop/refine/align go-to-market strategy
- Execute tactical plans to meet revenue objectives
- Define management processes and measurement
- Determine budget and staffing/recruiting needs

### M&A Optimization & Integration

- Define positioning/value proposition of combined entity
- Assess the go-to-market alignment of acquired and acquirer
- Optimize due diligence process as needed
- Define integration plan to optimize P&L, retain key employees and customers, rationalize product roadmap
- Execute and measure to plan

GoToMarket leverages decades of operational sales and marketing expertise to deliver tangible results to software companies...including deeper sales pipelines, better market awareness, faster

time-to-revenue, more successful distribution channels, stronger competitive advantage and greater market/customer focus. Our objective is to retain what works and to quickly identify gaps and initiate change without disrupting the business. We offer more than a plan or advice – we stand ready to lead the implementation of the plan, to manage existing resources or outsource if necessary, to measure the results and will even define a position specification and recruit/hire permanent employees.