

# GTM

## GO-TO-MARKET

### STRATEGY AUDIT



# GO-TO-MARKET STRATEGY

A Go-to-Market Strategy is a huge, multi-disciplinary effort.

It involves detailed collaboration between Business Development, Product Management, Marketing and Sales.

It describes Product-Market Fit. It generates demand for the product. And it defines how that demand will be met.

**There's just one problem ...**



## **Business Development**

- Innovation
- Market Expansion
- Strategic Partnerships



## **Product Management**

- Competitive Analysis
- Sales Enablement
- Product Launches



## **Marketing**

- Brand Awareness
- Demand Generation
- Customer Engagement



## **Sales**

- Customer Relationships
- Pipeline Management
- Revenue Generation

# CONSTANT CHANGE

Once a Go-to-Market Strategy ceases to be a work-in-progress, it's at the mercy of natural forces.

Everything else is changing, moving ahead, going forward ... and leaving the GTM Strategy behind.

## Reality check questions:

- How old is the Go-to-Market Strategy?
- Are the premises still relevant?
- Are the strategy choices still relevant?

An effective Product-Market Fit is essential for achieving Business Goals.

So the Go-to-Market Strategy needs updating.

**Now there's a different problem ...**



# GO-TO-MARKET UPDATE

How to Update the GTM? Bring the Experts together.

**“Get them around the table - it can’t be that difficult.”**

But we know that it is. They belong to different Teams, Functions and Reporting Lines.

The pressure of their own day-to-day work delays updates to key components of the Go-to-Market Strategy.

This often prevents contributors from collaborating effectively.

**If Product-Market Fit suffers today, revenues will be impacted tomorrow.**



# GO-TO-MARKET GAP

In B2B, the first signs of a disconnect in the Product-Market Fit appear in the effectiveness of marketing messages:

- Product recognition – low or negative recall.
- Advertising – higher costs, fewer interactions.
- Online Marketing - lower conversion rates.

If the Value Proposition loses impact, Sales may notice:

- Decision Cycles – take longer / fewer wins.
- Sales performance – slower than competitors.
- Market share – revenue growth lags behind the market.

Longer term, the Product-Market disconnect affects the business indicators:

- Customer Acquisition Cost – upward trend.
- Customer Churn – high churn / few repeat purchases.
- Customer Lifetime Value – decreasing trend.

**All these indicators must be avoided. But how?**



# GO-TO-MARKET PROBLEM

A methodical approach for updating the GTM Strategy can ensure Product-Market Fit for the long-term:

- Periodic review – say twice yearly (in practice, this depends on factors such as the nature of the product, the development roadmap, the rate of change in the market, sales cycles, etc.).
- Involve contributors from all key teams (e.g. business development, product management, marketing & sales).
- Led by a single GTM Owner (with executive support from all functions involved).
- Authority for the GTM Owner to call on staff resources across teams (in practice we'll probably need to define and agree support limits in terms of days per quarter, or similar).



# GO-TO-MARKET METHOD

It's important to structure the GTM Update so that all teams understand and agree on how it is managed.

One way to achieve this is a two-stage approach:

## 1 - a Go-to-Market Strategy Audit

- A short, concise evaluation of the current status.
- A Gap Analysis highlights where change has occurred.
- An Action Plan defines steps for corrective action.

## 2 – Implement the Corrective Actions

- Manage priorities using KanBan techniques.
- Implement using agile techniques like Scrum.
- Measure the impact that follows.

Since GTM Updating requires resources across Teams and Functions, we'll need executive sponsorship to approve the use of resources. Planning must also include stakeholder reporting and communications.



# GO-TO-MARKET STRATEGY AUDIT

The Ansaco **GTM Strategy Audit** is a marketing strategy service designed specifically for international B2B companies.

The service brings professionals from Business Development, Product Management, Marketing and Marcomms and Sales around the table in a half-day workshop to:

- validate the status of the Go-to-Market strategy.
- verify Product-Market Fit.
- identify issues that need to be fixed.
- define the timetable for corrective actions.

The **GTM Strategy Audit** provides an independent review of your Go-to-Market strategy, and the Gap Analysis provides a fast track to improving marketing effectiveness.





# GO-TO-MARKET AUDIT DESIGN

## Process-Driven Design

The Ansaco **GTM Strategy Audit** is intended for periodic re-use, so it is conceived as a process, with clearly defined steps and outcomes:

- The flexible framework allows the Audit to be customized to reflect company specifics.
- The contributors define the weighting for the evaluation criteria, to reflect business objectives.
- The resulting gap analysis identifies corrective actions and their relative priority.
- The implementation plan uses a KanBan approach, so execution can be adapted to match the availability of resources.



# GO-TO-MARKET EXTERNAL AUDIT

## The Independent View

A key advantage of the Ansaco **GTM Strategy Audit** is that it's an externally-led review:

- Perspective - an objective view, unclouded by internal politics or biases.
- Expertise - introducing knowledge, innovative solutions and strategies from diverse industries.
- Credibility - the outsiders' feedback is unbiased and often more readily accepted.
- Neutrality – the outsider can facilitate discussions and reduce potential internal tensions.
- Efficiency – our structured approach ensures that workshop objectives are met within time limits.
- Skills Transfer – introducing staff to new ideas, methods and processes.



# GO-TO-MARKET AUDIT PLUS

## The Director's Cut

For the Director, the Ansaco **GTM Strategy Audit** provides an essential overview:

- A company-specific approach to Go-to-Market Strategy.
- A shared language for contributors to discuss and resolve GTM issues.
- A consistent set of tools for evaluating GTM Strategy.
- An objective way to compare Product Categories and allocate resources.
- A clear basis for reporting: within the function, between peers and upwards to senior management.



# GO-TO-MARKET AUDIT DELIVERY

## Choose from Two Formats

### A Hosted Service

Ansaco manages and chairs the Audit process, creates the Gap Analysis and delivers the Corrective Action Plan to ensure that your Go-to-Market Strategy can be swiftly updated.

### Knowledge Transfer

Over the course of three Audits, Ansaco will train your staff in the use of the concepts and methods for GTM evaluation. The fee includes rights for repeated use of Ansaco IP and materials.



# What the GTM Audit examines & delivers

## Your Go-to-Market Model

the GTM Audit examines your strategy using proven Criteria, selected on a solid combination of Best Practice and hands-on industry experience with leading organisations.



## Your Team Collaboration

Effective collaboration between Teams, such as Business Development, Product Management, Marketing / Marcomms and Sales is essential for commercial success.

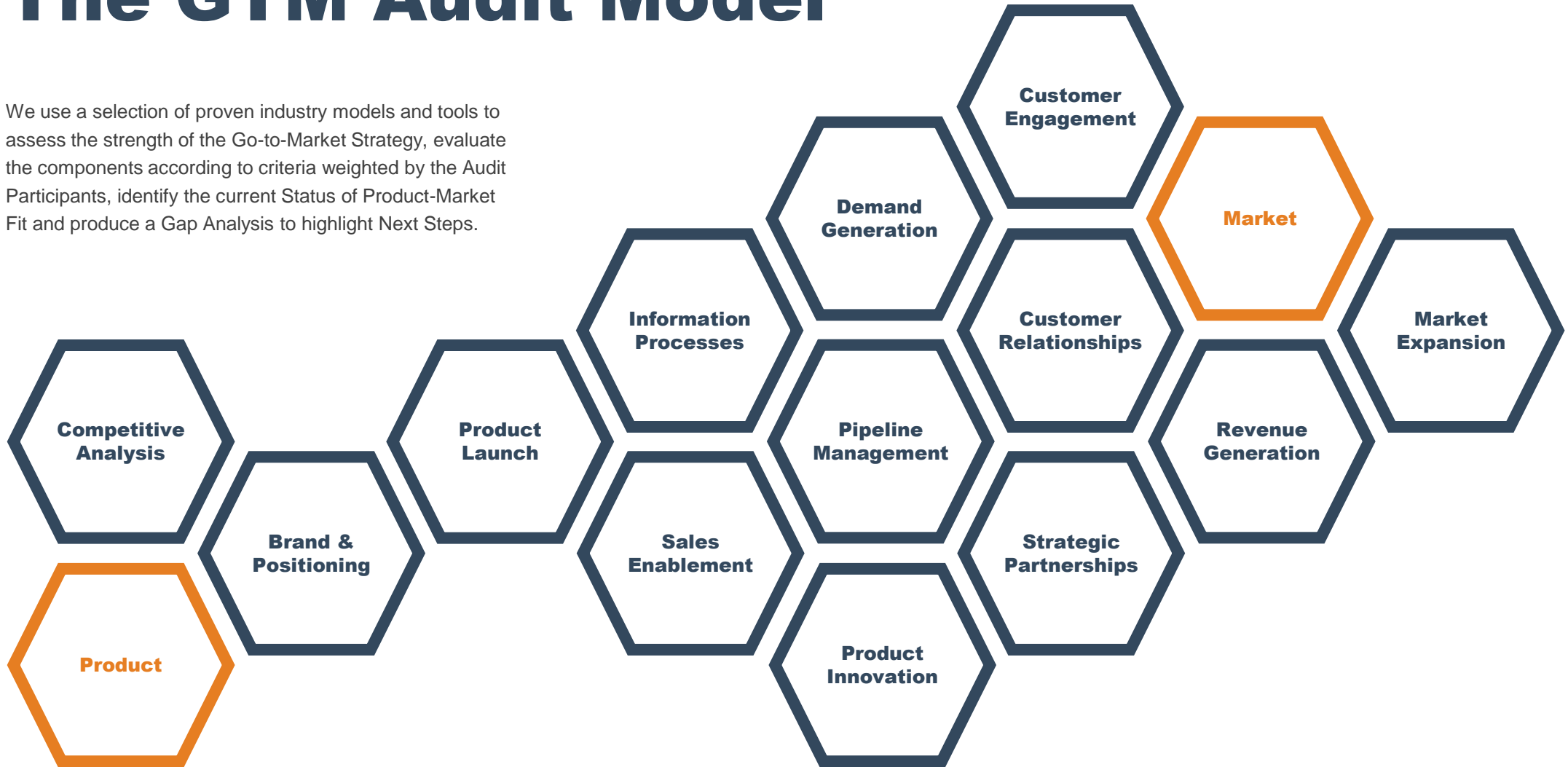


## Strategy Status & Gap Analysis

Criteria are weighted to match your company priorities and objectives. A fast overview of “what is” versus “what’s needed for success”. These form the basis for the Analysis, for defining Next Steps and Planning who will do what, by when, to improve your Strategy.

# The GTM Audit Model

We use a selection of proven industry models and tools to assess the strength of the Go-to-Market Strategy, evaluate the components according to criteria weighted by the Audit Participants, identify the current Status of Product-Market Fit and produce a Gap Analysis to highlight Next Steps.



# Your GTM Audit: preparation

## Contact Ansaco

Tell us about the changes to your products, technologies and market forces that are driving a GTM Audit.

1

2

## We will ask

how GTM Strategy and Resources are aligned to Business Objectives for your product; who are the Key Contributors to GTM Strategy. If you're interested, we send contract docs and pricing options.

## Set the date

Select the product and name the participants for your Go-to-Market Audit. Place your order by email.

3

4

## We will confirm

receipt of your order and initial payment, plus the dates of the GTM Audit and Report Meeting.

# Your GTM Audit: implementation





# Your GTM Audit

## Summary

- An independent assessment of the Go-to-Market strategy for a single category or product.
- A structured review process that you can use for fast, effective decision support and planning.
- Customised and weighted to match your company priorities and objectives.
- Based on detailed collaboration with up to four professionals from Business Development, Product Management, Marketing, Sales.
- Includes documentation for Gap Analysis and Next Steps action reports.
- A half-day workshop in two focused sessions.
- Available Remote or On-Site.
- Available in Hosted Service (one-time) or Knowledge Transfer (re-usable) formats.



## Your next step: contact Ansaco

- Email [consulting@ansaco.de](mailto:consulting@ansaco.de)
- Phone +49 6223 9729 870

# Ansaco

## About

Ansaco clients are typically mid-size and enterprise international B2B organisations who seek innovative ways to improve Marketing processes. Core competencies include process definition, strategy development, marketing automation, digital transformation, and ROI measurement.

We support CMOs and their marketing teams by showing them how to define and leverage small innovation budgets to gain long-term increases in productivity and effectiveness.

Ansaco works alongside marketers on short, medium, and long-term assignments, providing hands-on, up-close and personal support.

## Principal Consultant

With over 30 years of international experience in high-tech B2B marketing, Andrew Sanderson has the skills and insights to create break-through approaches that deliver better results from finite resources. "My mission is to shift the focus of a Marketer's questions, to get new answers that improve processes and systems."



## Ansaco MARKETING CONSULTING GMBH

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