

GO-TO-MARKET READINESS ROADMAP

STEP	KEY OBJECTIVE	OUTCOMES	BUSINESS VALUE
1	Identify target audience attributes	<ul style="list-style-type: none"> • Ideal customer organization • Economic buyers, specifiers, internal influencers • Industry segments and niches 	Understanding ideal customer segment increases your go-to-market efficiency, reduces your sales cycles by focusing on a similar market dynamics and fosters referral momentum among your customers. This identifies your highest probability market(s) for future business growth.
2	Business problem analysis	<ul style="list-style-type: none"> • Economic pains of the buyer • Scope of problem • Business impact of problem • Affected people within the organization 	The key business pains drive the buyer's incentive to purchase your product. Their willingness to spend is commensurate with their awareness of the degree of pain their organization is experiencing coupled with your offering's ability to remedy the pain.
3	'Whole product' definition	<ul style="list-style-type: none"> • Customer experience • Product & service offering features • Customer references and referral value • Partner value 	Prospects see more than just your product or service offerings. Their decision to purchase from you instead of your competitor rests on their ability to both understand your offering as well as their appreciation of the non-product experiences with your company. Architecting this experience from their point-of-view establishes clear differentiation from your competitors and creates a road-map for investment priorities to generate increased sales.
4	Competitive landscape	<ul style="list-style-type: none"> • Competitor positioning • Bellwether targets identified • Industry influencers identified • Potential partners identified 	The offering of your company must be placed in the context of the options available to your customer. These options frame how you will create a unique and memorable proposition.
5	Value proposition	<ul style="list-style-type: none"> • Concise and memorable declaration of value to customer 	The value proposition or elevator pitch describes your unique and compelling differentiator. This acts as your first level positioning and shortens the sales cycle by more clearly delineating who would benefit most from your solution, what their pain is and you remedy it.
6	Go-to-market framework	<ul style="list-style-type: none"> • Action steps for engaging market 	These steps identify the actions the company should address and/or actions for your marketing communications agency to engage and develop the chosen market.