

GO-TO-MARKET PLANNING WORKSHOP

Learn How to Develop a Dynamic Go-To-Market Strategy

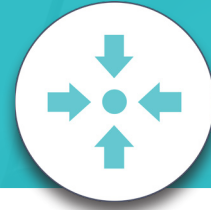


Strategy
Generation
Company

Going to market isn't a one time event; it's a continuous connection of dynamic product solutions to evolving customer needs.

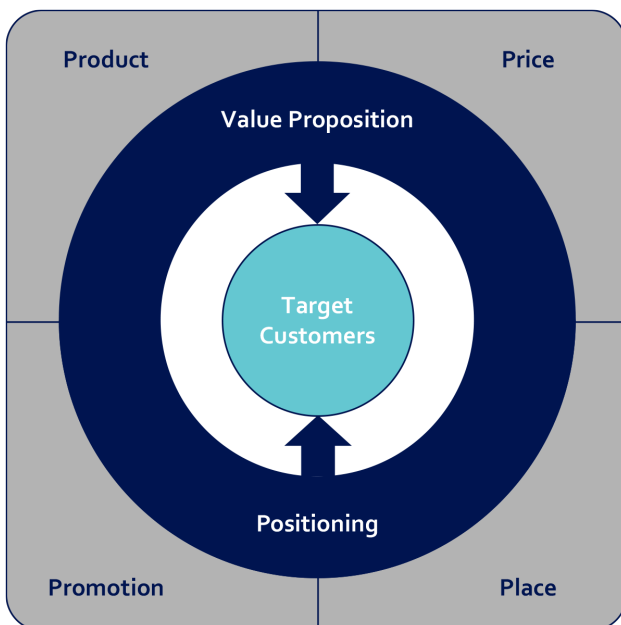
Most “go-to-market” programs focus on launching new products into the marketplace. But what happens to those products after they are launched?

Our Go-To-Market Planning Workshop teaches product and business leaders how to connect target customers with product solutions through the establishment of unique value propositions, differentiated positioning strategies, and integrated marketing mix action plans. But our process doesn't end with the product launch – it begins with it! Needs change, values shift, and new competitors emerge; which is why successful companies develop continuously evolving go-to-market strategies rather than one-time go-to-market plans.



WHO IS IT FOR?

Product Managers
Product Leaders
Business Leaders



FRAMEWORK

Our **Go-To-Market Framework** outlines the three main elements required to produce a successful go-to-market strategy:

1. Target Customers

2. Clear Messaging

- Value Proposition
- Positioning

3. An Integrated Marketing Mix

- Product
- Price
- Promotion
- Place

CONTENTS

TARGET CUSTOMERS

- Customer Segmentation
- Choosing Target Customers

VALUE PROPOSITION

- Developing a Value Proposition

POSITIONING

- Product and Market Positioning

THE MARKETING MIX

- Product Actions
- Pricing Actions
- Promotional Actions
- Placement Actions

GO-TO-MARKET SUMMARY

INFORMATION

FORMAT

- 12 hours of live virtual instruction delivered over 3 half-day sessions
- Designed for between 8 and 12 participants
- Teams work on their own pre-chosen products and portfolios
- **Customized versions also available**

MATERIALS

- Digital workbook and framework
- Access to our **Market Planning Toolkit**

CONTENT BREAKDOWN

- ~65% Group Instruction
- ~35% Exercises and Discussion

OUR TRAINING PROGRAMS

STRATEGIC PLANNING WORKSHOPS



Strategy
Generation



Business Case
Development



Go-To-Market
Planning



Life Cycle
Planning

STRATEGIC SKILL DEVELOPMENT



Strategic
Thinking



Strategic
Leadership



Strategic
Storytelling



Voice Of
Customer



Strategy
Generation
Company

Strategy Generation Company offers training, coaching, and inspiration for product and business leaders.

We focus on helping both groups and individuals tap into their own creativity, generate new strategic ideas, and develop the basic skills needed to succeed in strategic business environments. Contact us today to learn more!