



go-to-market planning the flight

Winning ideas, even the most ground-breaking disruptive ones, remain merely concepts until they are not only proven, but brought to market. Perhaps the most differentiating feature separating market leaders also-rans is the ability to ensure that fresh ideas consistently see the commercial light of day.

Enter the need for well-thought-out *go-to-market* plan.

While creating an effective go-to-market plan is no easy feat, and every company encounters unique challenges, we know from experience that there exist common pitfalls that can be addressed, avoided or overcome with the right approach.

"There's nothing more powerful than an idea whose time has come."

Victor Hugo

Myriad factors must come together to create a go-to-market blueprint that yields a competitive advantage. This blueprint must spell out the roles across all functions, with sales, marketing, product management, training, customer service, and even legal considerations. It must reflect the marketplace, channels, and buyers.

And it must bring together the right people from across the company, from all relevant functions and departments, in a common path to commercialization — all working in lockstep as a unified system akin to the one required to lift a jet airplane off the ground and escape the grounding forces of gravity.

Neither an enterprise strategy nor a business plan, the go-to-market plan must be uniquely purpose-built to accomplish a single goal: get a new product, service or experience into the hands of a specific customer segment.

We work closely and confidentially with you to ensure that your business concepts cover every angle and take flight.

FLIGHT PLANNING SESSIONS

Whether it's launching a new product, service, business or entering a new market, our Go-to-Market approach centers on developing our FlightPlan™ Canvas, comprising the three phases of a well-executed launch: Pre-Launch, Launch, and Post-Launch.

Pre-Launch is composed of **eight** key elements: launch team, value statement, key customers, opportunity size, performance targets, pricing model, key partners, and compliance issues.

Launch phase covers **six** key elements: timelines (beta, pilot, rollout), distribution channels, sales process, marketing communication, training/tools, and product fulfillment.

Post-Launch addresses **four** critical elements traditionally overlooked in traditional launch strategy development: channel support, client/customer support, retention strategy, and feedback/improvement processes.



The FlightPlan™ Canvas is designed with flexibility in mind, and can be completed in either full-day sessions or shorter phase-focused workshops.

SAMPLE GO-TO-MARKET CLIENTS

