

FOUR QUESTIONS YOU SHOULD ANSWER BEFORE YOU GO-TO-MARKET

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A great go-to-market strategy ensures your business is positioned for success. Your sales channels are primed and you have the right messaging to attract and convert your targeted customers.

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WHY DOES THE BUSINESS EXIST?

People don't buy what you do, they buy why you do it.* Think about the idea you started with and the purpose that's driving it. Why do you get out of bed everyday and why should your customers care? Also define the the core business.

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WHO ARE YOUR IDEAL CUSTOMERS?

"Anyone with a pulse" is not the answer we're looking for. Think about those customers where you've provided a great result they've been very happy with - what do they look like? Age, sex, position, geographical considerations, small or large businesses, their decision-making process etc. How did they find you?

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HOW ARE YOU DIFFERENT?

Let's assume your customers have alternative suppliers offering a similar service. Now think about how you engage with your customers. How does the market operate and how is you're approach different or unique?

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WHAT VALUE DO YOU ADD?

We like to think the products are very important, however there's usually lots of other reasons people buy. What are outcomes your customers receive (both tangible and non-tangible), from your products and services. How do you add value to their businesses and their lives?

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* Simon Sinek - Author of "Start with Why"

YOUR STRATEGY LIES IN THE ANSWERS TO THESE QUESTIONS

How many times have you started a plan only for the daily business to get in the way? We can help you with this process by running a 3-hour workshop to discover all the answers.