

Go-to-Market Process

Deliverable	Description	Priority	Delivery Date	Responsible	Accountable
Strategy					
Business Plan	Outline product strategy and how it addresses needs of key buyer personas. Identify targets for revenue, customer renewals, and users. Include pricing and packaging.				
Sales or Distribution Plan	Identify sales or distribution channels, as well as areas of strategic focus based on the market landscape. Define ideal customer profile, deal size, and pipeline required to meet revenue targets.				
Marketing Plan	Identify marketing programs, channels, and associated tactics for key market segments and buyer personas. Include overview of key competitors and ways to address.				
Market Research					
Buyer Interviews	Interview individuals in buyer roles to understand their challenges, how they learn about solutions, and how they make decisions.				
Win/Loss Interviews	A few months after they have either chosen to buy or not, interview buyers to learn about their decision, as well as other solutions they considered.				
Competitive Analysis	Evaluate competitors' capabilities, value propositions, and positioning.				
Product Development & Documentation					
User Testing	Test product with potential customers representative of target market.				
Product Effectiveness	Establish and monitor qualitative and quantitative criteria to assess product capabilities.				

Product Develop & Documentation continued					
Product Release Notes	Document product capabilities in customer-facing language.				
Technical Specifications	Document technical requirements for product use.				
Research or Design Documentation	Summarize the research or theory that informed product design. (Requirement in some industries and useful if you don't have efficacy data yet.)				
Efficacy Studies	Conduct in-house or third-party research on product effectiveness. Data should be translated into language that can be used in marketing campaigns.				
Implementation Scenarios	Recommend product implementation models for key customer use cases.				
Sales Proposal	Develop templated language to respond to customer requests for proposals.				
Product FAQ	Document answers to questions about product features, functionality, and use cases in customer-friendly language for use on website and in sales conversations.				
Marketing Campaigns and Collateral					
Media and Industry Relations	For new products and major releases, generate press releases, articles, and interviews articulating product value proposition, capabilities, and differentiators.				
Website Content	Develop and update copy, video, screenshots, and other assets to be featured on product pages and related web pages.				
Awareness Campaign(s)	Create campaign(s) to establish credibility in the market on specific product-aligned topics. (May include email, social media, direct mail, advertising, and events.)				
Demand Generation Campaign(s)	Create campaign(s) to generate demand for the product, solution, or category. (May include email, social media, direct mail, advertising, and events.)				
Product Overview Collateral	Develop collateral to be used in sales calls, conferences, and website outlining positioning, program components, benefits, and differentiators. May include brochures, video, and other media.				

Marketing Campaigns and Collateral continued					
White Papers	Demonstrate thought leadership through informed perspective on relevant market problems.				
Customer Testimonials and Case Studies	Obtain written or video testimonials from customers to convey the value of the product.				
Issue-based Collateral	Develop collateral with positioning and messaging for key market segments, buyers, territories, and problems.				
Sales Readiness					
Positioning Guide	Develop an internal document that details the product's positioning statement, market problems, benefits, and differentiators.				
Playbook	Create a comprehensive internal document used to train Sales and Marketing teams. Include information on market landscape, buyer needs, buyer personas, positioning, benefits, differentiators, and product components.				
Competitor Battle Cards	Provide internal sales-oriented analysis of key competitors, identifying competitor strengths and weaknesses, advice on when to engage (or not), and recommended talking points.				
Sales Training	Deliver ongoing training on market landscape, customer needs, buyer personas, positioning, program components, and key competitors.				
Sales Presentation	Provide (and maintain) scripted presentation slide deck for use in sales calls.				
Product Demo	Create sandbox demo, video, or scripted click-path prescribing activities to demonstrate in sales calls.				
Pricing Guidelines	Develop pricing templates, discounting approval levels, and packaging.				
CRM Updates	Update CRM is to reflect product configurations, packaging, and pricing for sales quotes and proposals.				
Implementation Support					
Customer Success Training	Train the Customer Success team to support product implementation and achieve customer goals.				

Implementation Support continued					
Customer Support Training	Train the Customer Support team to resolve customer issues.				
Customer Training Resources	Develop materials to train customers on implementing the product. This might be designed as self-serve customer resources, or as assets delivered by Customer Success or Customer Support teams.				
Product Lifecycle Communication	Create and maintain periodic communication to customers to help them get the optimal value out of their product experience. (This may be achieved through marketing campaigns, in-product notifications, or Customer Success initiatives.)				