

# 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.*

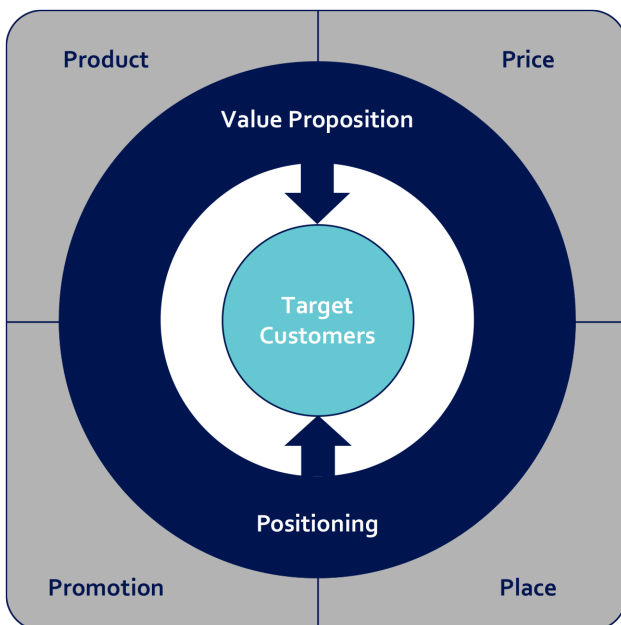
Most “go-to-market” programs focus on launching new products into the marketplace. But what happens to those products after they are launched?

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

### PRODUCT MANAGEMENT WORKSHOPS



Strategic Product Management



Product Strategy Generation



Business Case Development



Go-To-Market Planning



Life Cycle Planning

### STRATEGIC SKILL DEVELOPMENT



Strategic Thinking



Strategic Leadership



Voice Of Customer



Business Storytelling



Business Creativity



# 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 key skills needed to succeed in strategic business environments. Contact us today to learn more!