



Information Guide

# GO-TO- MARKET

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# GTM Explained

What you need to know



IS IT A SALES STRATEGY?

What can we expect from GTM?

Is GTM faster than REGULAR  
MARKETING?

What are the benefits of GTM?

What are the risks?

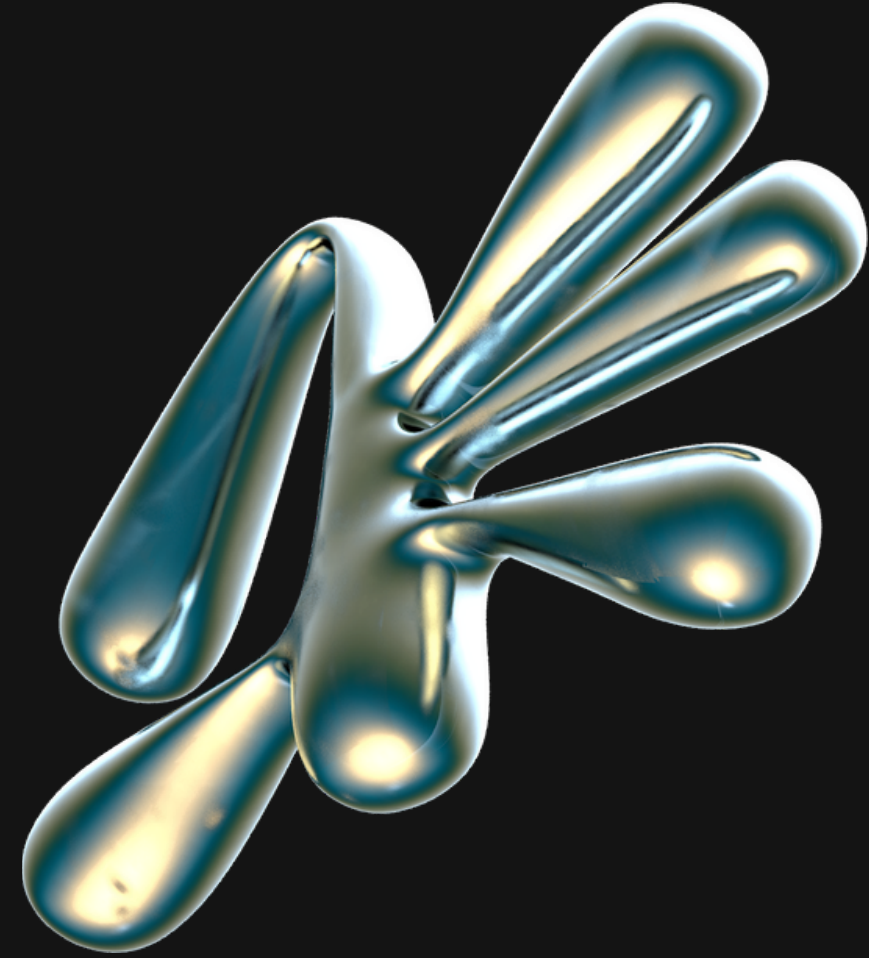




# Is it a Sales Strategy?



YES. Customers, not markets, buy your products, so it's critical that you provide the right offers at the right price and time through the most effective channels.



# what can we expect from GTM?

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- Xray of the competitor landscap.  
Your stage
- Commercial models
- Target markets and personas



## Sales & Marketing Strategy

Market Analysis

Sales Analysis

Funnel Process

### Strategy Frameworks

- Ansoff Matrix
- Blue Ocean Strategy
- Entering a New Market
- Introducing a New Product
- Segmentation, Targeting & Positioning

Sales Function  
Vision, Mission &  
Values

Sales Strategic  
Objectives & KPIs  
to reach our Vision

Sales Team &  
Budget

Competitor Analysis

Marketing Channel  
Analysis

Company SWOT  
Analysis

Marketing Function  
Vision, Mission &  
Values

Marketing Strategic  
Objectives & KPIs  
to reach our Vision

Marketing Team &  
Budget

## 4 Pillars to reach our Sales & Marketing Strategic Objectives



### Product/Service Positioning & Value Proposition

1. Target market
2. Product/service offering
3. Product life cycle
4. Product/service positioning: Key attributes, customer benefits & unique selling proposition (USP)
5. Value proposition
6. Product packaging and design
7. Product bundling
8. Customer feedback integration



### Communication Strategy

1. Background & context
2. Communication objectives
3. Approach
4. Communication principles
5. Overarching messages
6. Stakeholder analysis
7. Communication channels
8. Key dependencies
9. Communication risks
10. High-level communication plan
11. Detailed communication plan



### Sales Distribution Strategy

1. Retail distribution
2. Wholesale distribution
3. Online distribution
4. Own physical store distribution
5. Franchising
6. Strategic partnerships
7. Multi-channel distribution
8. Sales team structure
9. Sales distribution strategy selection matrix



### Pricing Strategy

1. Pricing fundamentals
2. Pricing maturity model
3. Current pricing maturity level
4. Target pricing maturity level
5. Pricing strategies
6. Methods to set up price
7. Discount types
8. How to avoid price war

### List of Potential Initiatives for each Pillar

Business cases and financial models to help us assess our list of potential projects

Project Prioritization, Business Roadmap and Implementation

Change Management and Internal Communication



# A Startup GTM Framework

## Marketing & Sales Cycle



OUTbound / INbound

## Strategies Tactics

Brand  
Positioning  
Messaging  
Social Media  
PR  
Services  
References

## Channel

Direct vs.  
Channel  
  
Channel  
Development,  
Management,  
Etc.  
  
Strategic  
Partners

## Audience

Targeting,  
Segmentation  
  
Personas  
  
Actors/Scenes

- Results Oriented, Metrics, Execution Driven
- Continuous Iteration & Improvement



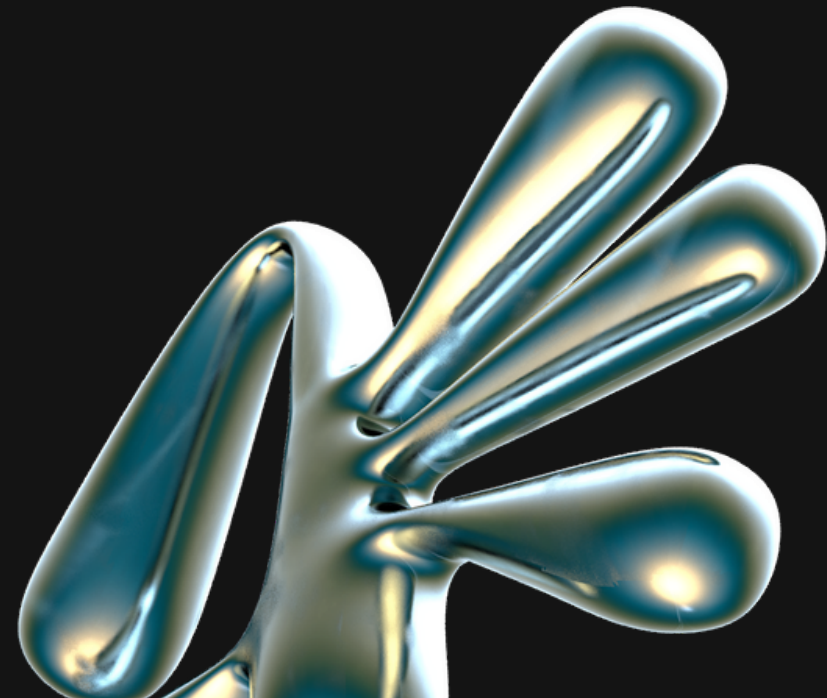
# Brand

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- A science unto itself. Don't underestimate its power.

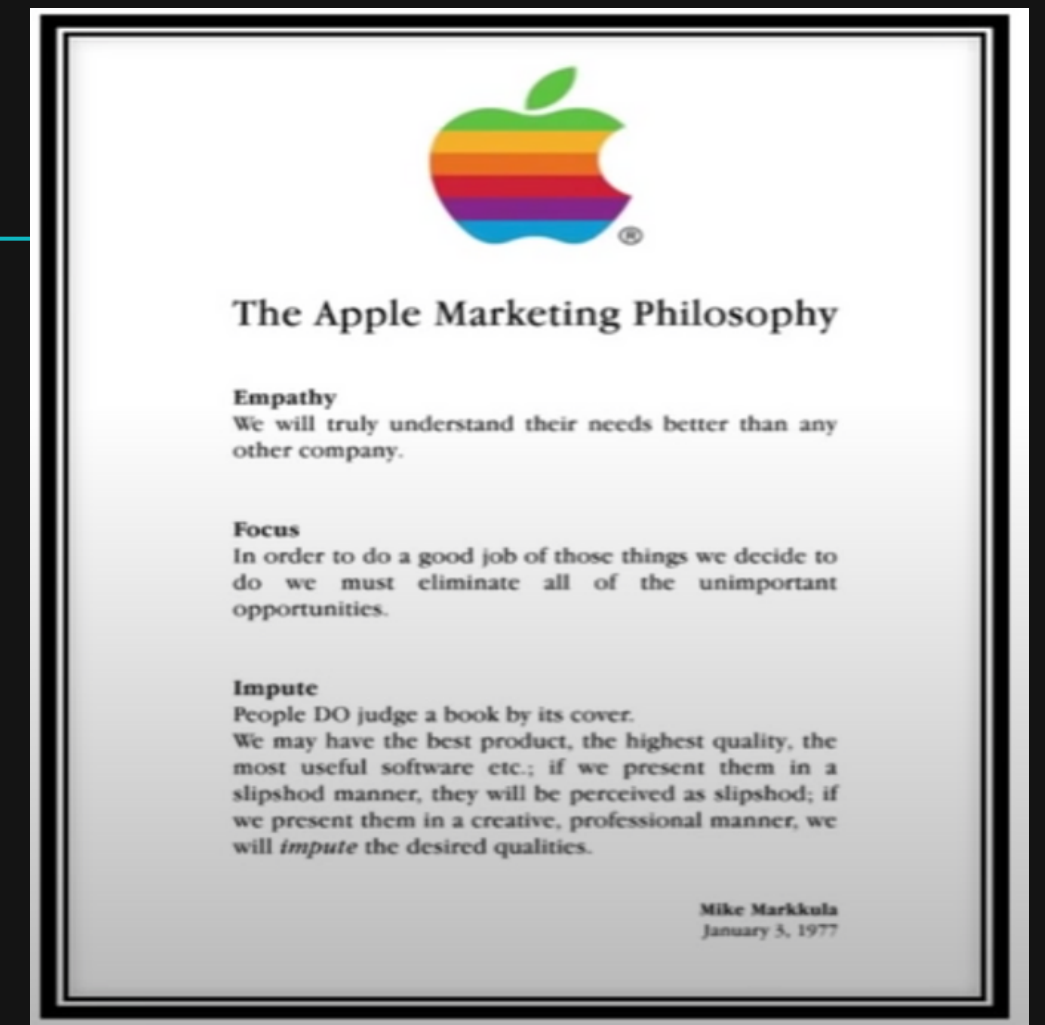
Are you a Coke or Pepsi; Apple or Dell

What about the world is changing that makes us necessary?



# Start how you mean to end

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# Positioning

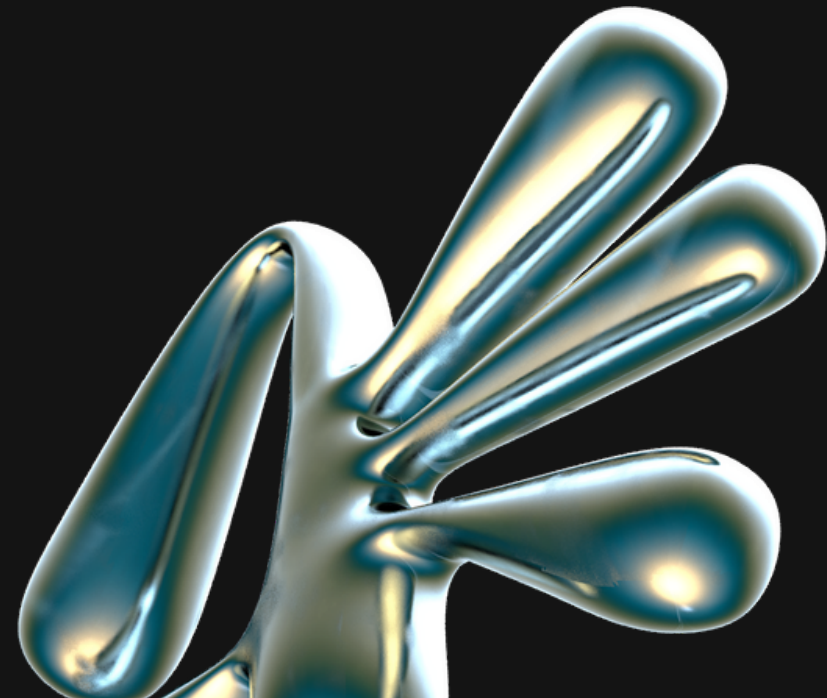
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- Occupy a distinct place:  
In a potential customer's mind  
unique white space in the market  
For: target customers  
Who are dissatisfied with (current  
market alternative)

# Competition

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Not just technology



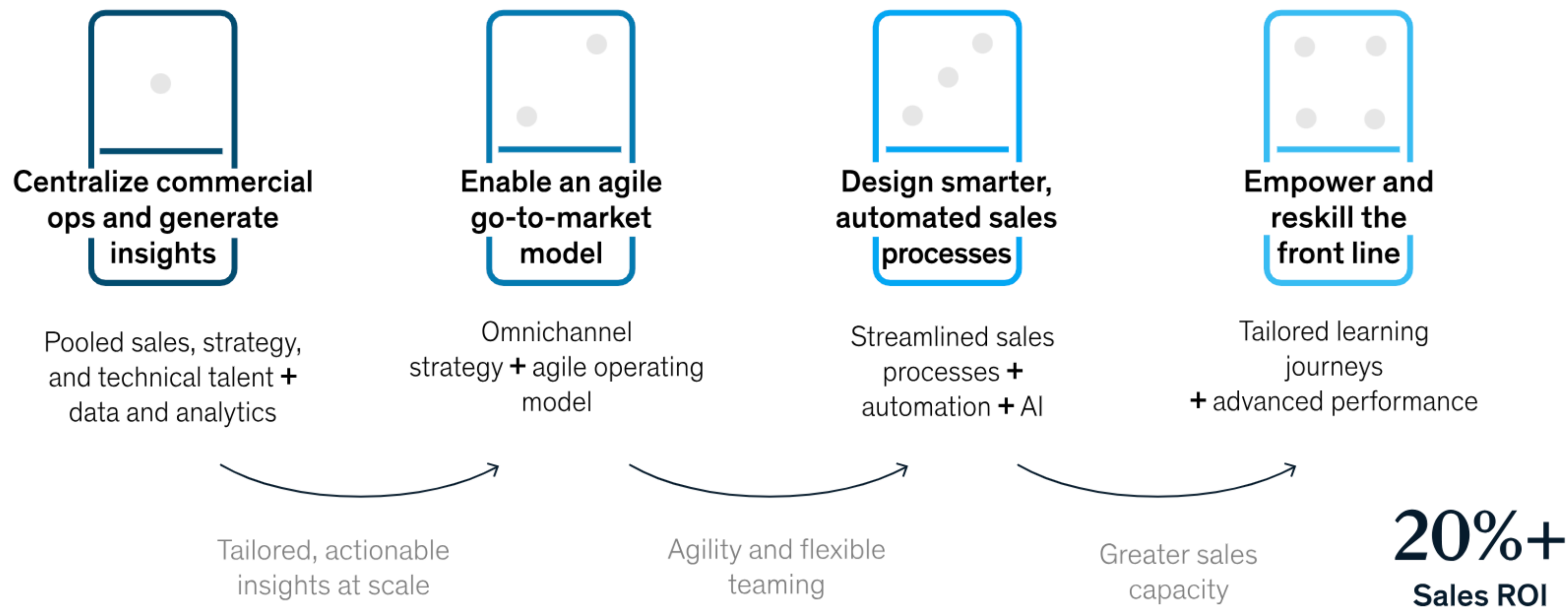


# Is GTM faster than REGULAR MARKETING??

Bringing science to sales and are harnessing data in ways that deliver double-digit gains in return-on-investment (ROI). These organizations start with centralizing commercial operations and generating insights from internal and external data sources, including web and email scrapes, information from virtual calls and pitches, and other analyses. These improved insights allow sales organizations to be more agile in aligning their resources and adapting their operating model. To hardwire these capabilities, smarter automated processes are built into a new operating models. Performance metrics and coaching are then tailored to the needs of the company and the requirements of the individual salesperson. The result is a domino effect: one event triggers the next, and the impact grows cumulatively

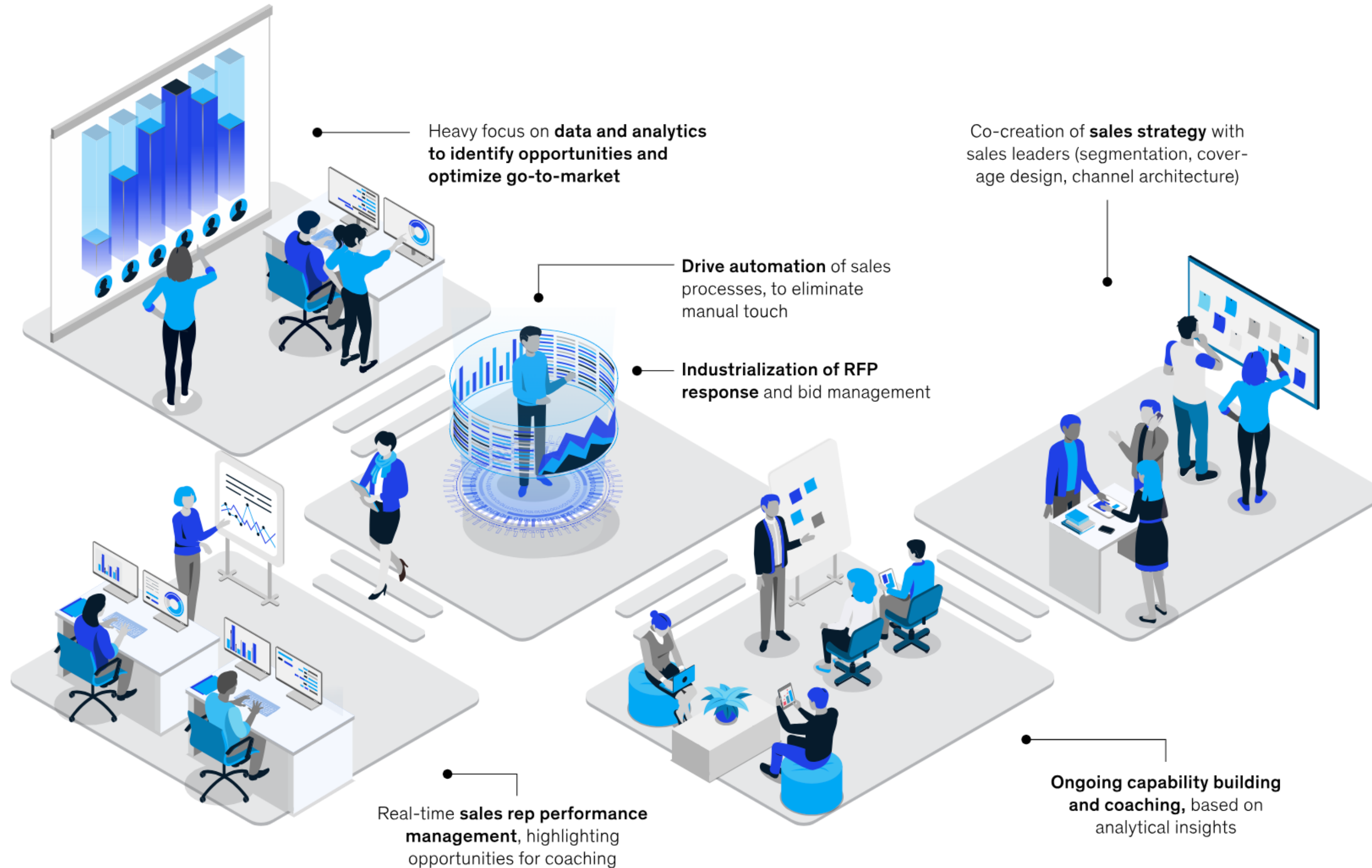


## Four dominos trigger a chain reaction that can radically improve sales ROI.





# The centralized commercial hub is the next-gen intelligence unit driving the sales organization.



# Benefits Businesses

GTM can change how businesses work and flourish

## INCREASED PRODUCTIVITY

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Businesses can move large amounts of data without worrying about network issues that can potentially affect the business.

## SUPPORTED GROWTH

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Businesses won't have to worry about adding more connected devices that move essential data to their network.

## FUTURE OF WORK

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Superior connectivity can further open up businesses to the advantages of remote workers or dispersed teams.



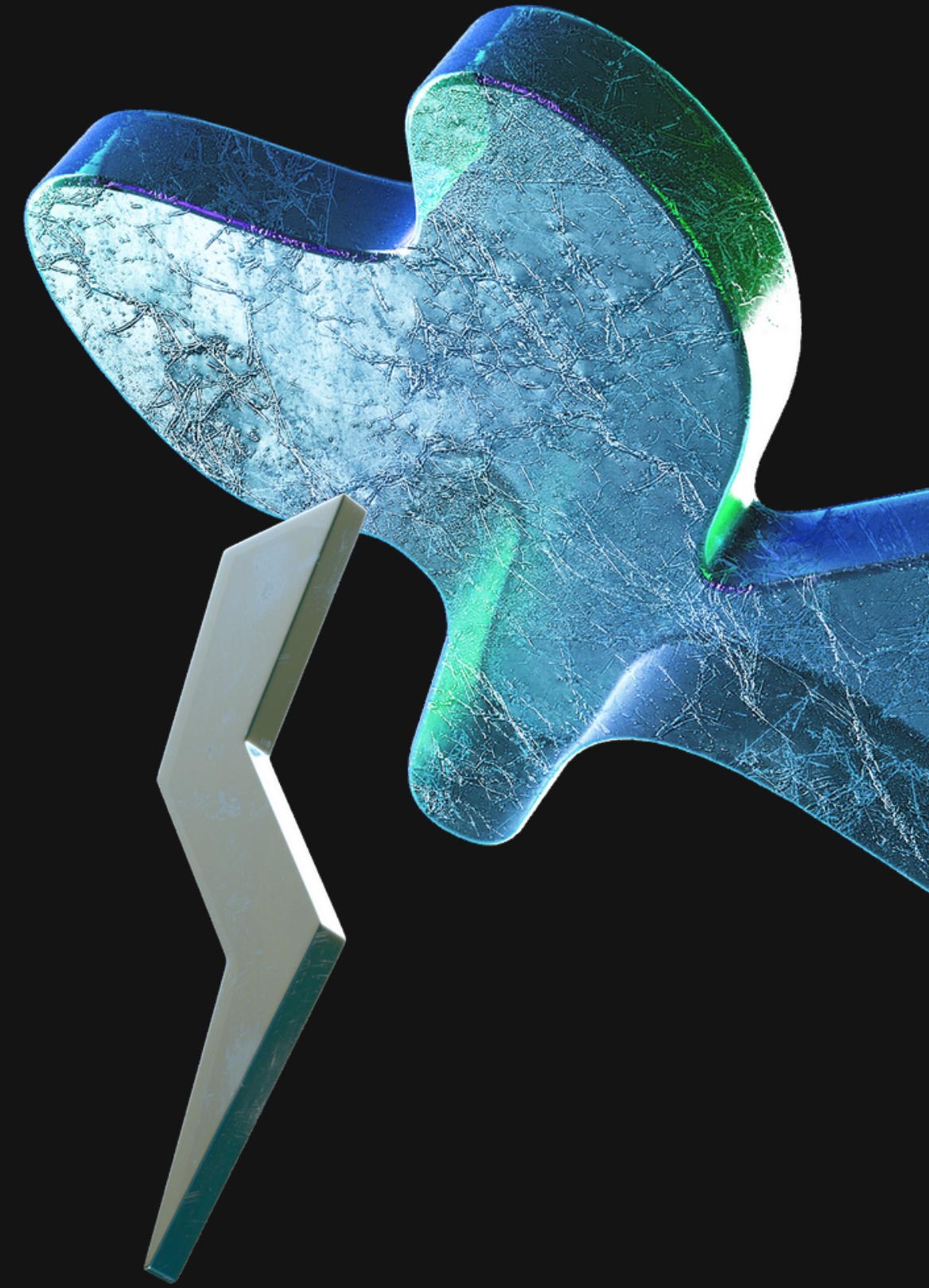
# Key Questions

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- How empowered is your commercial hub, and can it deliver critical sales insights?
- What technology investments should you prioritize?
- How quickly can you align resources against attractive customer opportunities?
- What will the seller profile of the future look like?

# What are the risks?

Concerns about the risks of GTM



# Pricing

**Companies usually pursue either a skim pricing strategy or a penetration pricing strategy**

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1

## **Skim Pricing (also called profit margin maximization)**

Skim pricing attempts to "skim the cream" off the top of the market by setting a high price and selling to those customers who are less price sensitive. Skimming is a strategy used to pursue the objective of profit margin maximization. It seeks to maximize current profit, considering revenue and costs. Current profit maximization may not be the best objective if it results in lower long-term profits

2

## **Penetration Pricing (also called quantity maximization)**

Penetration pricing pursues the objective of quantity maximization by means of a low price. It seeks to maximize the number of units sold or the number of customers served in order to decrease long-term costs as predicted by the experience curve



# Segmentation

## Target market

### Segment evaluation framework

#### Our company's competitive advantage

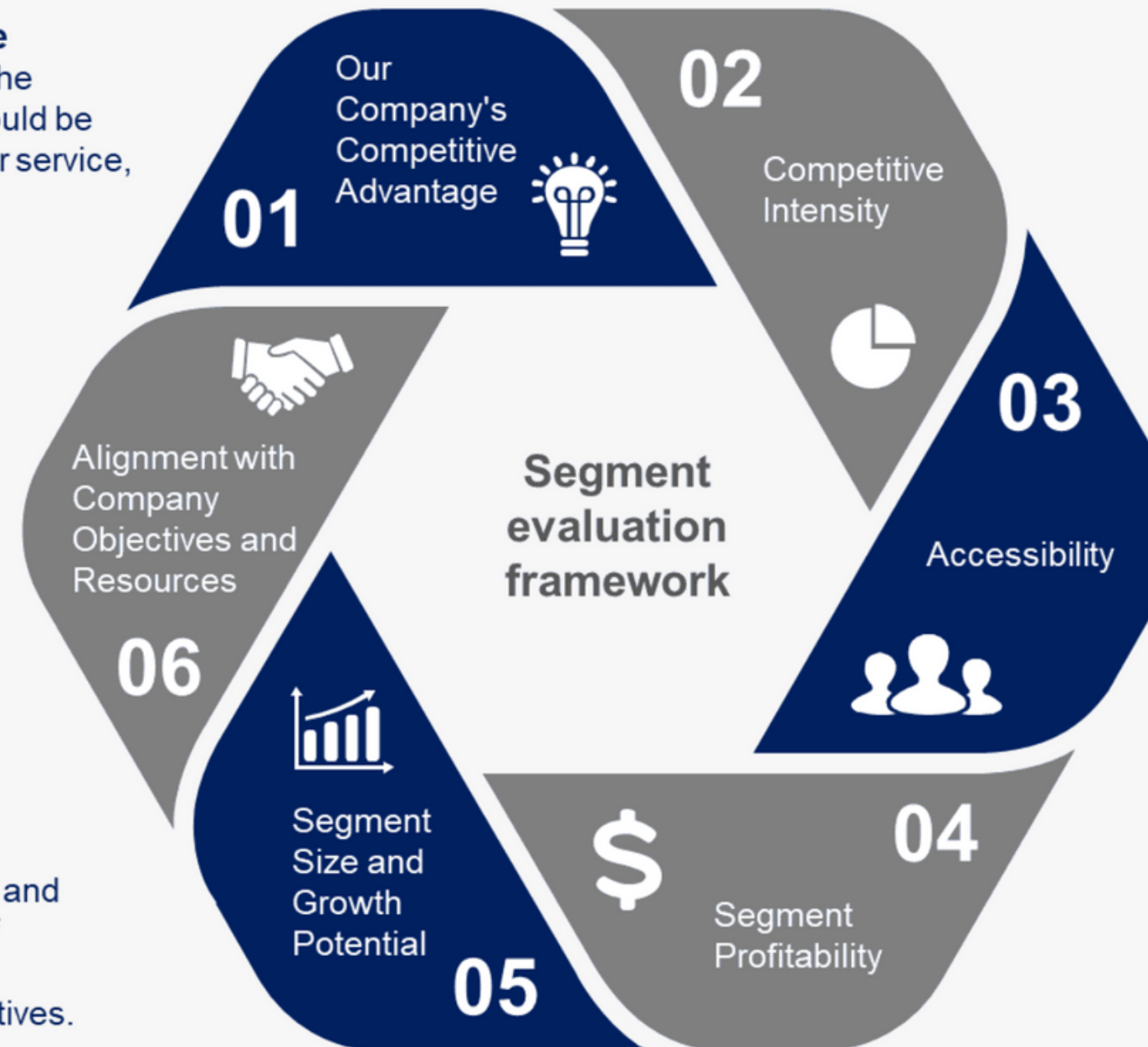
Consider our company's ability to serve the segment better than competitors. This could be due to superior products, better customer service, stronger brand, or other factors.

#### Alignment with our Company Objectives and Resources

The segment should be aligned with our company's strategic objectives and resources. This includes our company's mission, vision, financial resources, capabilities, and more.

#### Segment Size and Growth Potential

Evaluate the current size of the segment and its growth rate. This will help determine if there's a sufficient number of potential customers to support our business objectives.



#### Competitive Intensity

Evaluate the level of competition within the segment. If the segment is highly competitive, it may be more difficult to gain market share. Look at the number of competitors, their size, and their offerings.

#### Accessibility

The segment must be accessible in terms of communication and distribution channels. The easier it is to reach the segment with our marketing message and to deliver our product or service to them, the more attractive the segment is.

#### Segment Profitability

Look at the potential profitability of the segment. This includes factors such as potential revenue, expected profit margins, cost of customer acquisition, and lifetime value of customers.



# Examples

## Success stories of companies using a robust sales, marketing and communication strategy



When it launched in 2014, Slack faced a competitive market with numerous established players, including giants like Microsoft. However, through a robust sales, marketing and communication strategy, it successfully gained a significant market share.

Here are some of the key elements of Slack's sales, marketing and communication strategy:

- **Product-Market Fit:** Slack focused on making a product that was 'loved' rather than just 'liked.' They built a product that addressed the actual pain points of companies: unorganized and scattered communication.
- **Target Market:** Slack initially targeted tech companies and startups. They recognized that these organizations were open to trying new tools and would value the efficiency and productivity benefits that Slack offered.
- **Freemium Model:** Slack adopted a freemium pricing strategy. This allowed organizations to try the product with no upfront cost, which lowered the barrier to entry and allowed Slack to gain users rapidly.
- **Organic Growth and Virality:** They encouraged virality by making their product inherently shareable. As more people in an organization started using Slack, it naturally led to wider adoption within the company.
- **Customer Advocacy:** By focusing on customer satisfaction and building a product that users loved, Slack created a base of passionate customers who became advocates for the product, further driving adoption.

### Insights & Lessons:

- **Product-Market Fit is Key:** You need to have a product that meets a genuine need in the market.
- **Target the Right Customers:** Identify and target a specific customer segment that will most value your offering.
- **Pricing Can Drive Adoption:** Consider pricing strategies like freemium models to reduce initial barriers and get users to try your product.
- **Encourage Organic Growth and Virality:** Think about how to make your product inherently shareable or virally engaging.
- **Customer Satisfaction is Crucial:** A satisfied customer is a powerful marketing tool. Focus on creating a product that customers don't just use, but love.



# Examples

## Success stories of companies using a robust sales, marketing and communication strategy



Spotify launched in 2008 when the music industry was in the throes of change, and music piracy was rampant. By crafting an effective robust sales, marketing and communication strategy, Spotify not only became successful but also changed the way people listen to music.

### Key Elements of Spotify's sales, marketing and communication strategy:

- **Product-Market Fit:** Spotify identified that people wanted an easy and legal way to listen to their favorite music. By providing high-quality streaming and a vast library of songs, Spotify met a real need in the market.
- **Target Market:** Spotify initially targeted millennials and Gen Z who were comfortable using digital platforms and were looking for ways to listen to music without purchasing individual albums.
- **Freemium Model:** Spotify, like Slack, used a freemium model. The free version offered a great service, and the paid version provided an ad-free experience and additional features. This strategy lowered the barriers for initial adoption.
- **Exclusive Partnerships:** Spotify secured exclusive rights to stream certain artists and albums, driving music fans to their platform and making them stand out in a competitive marketplace.
- **Social Integration:** Spotify allowed users to share playlists and see what their friends were listening to, integrating the platform with Facebook and creating a social, interactive experience.

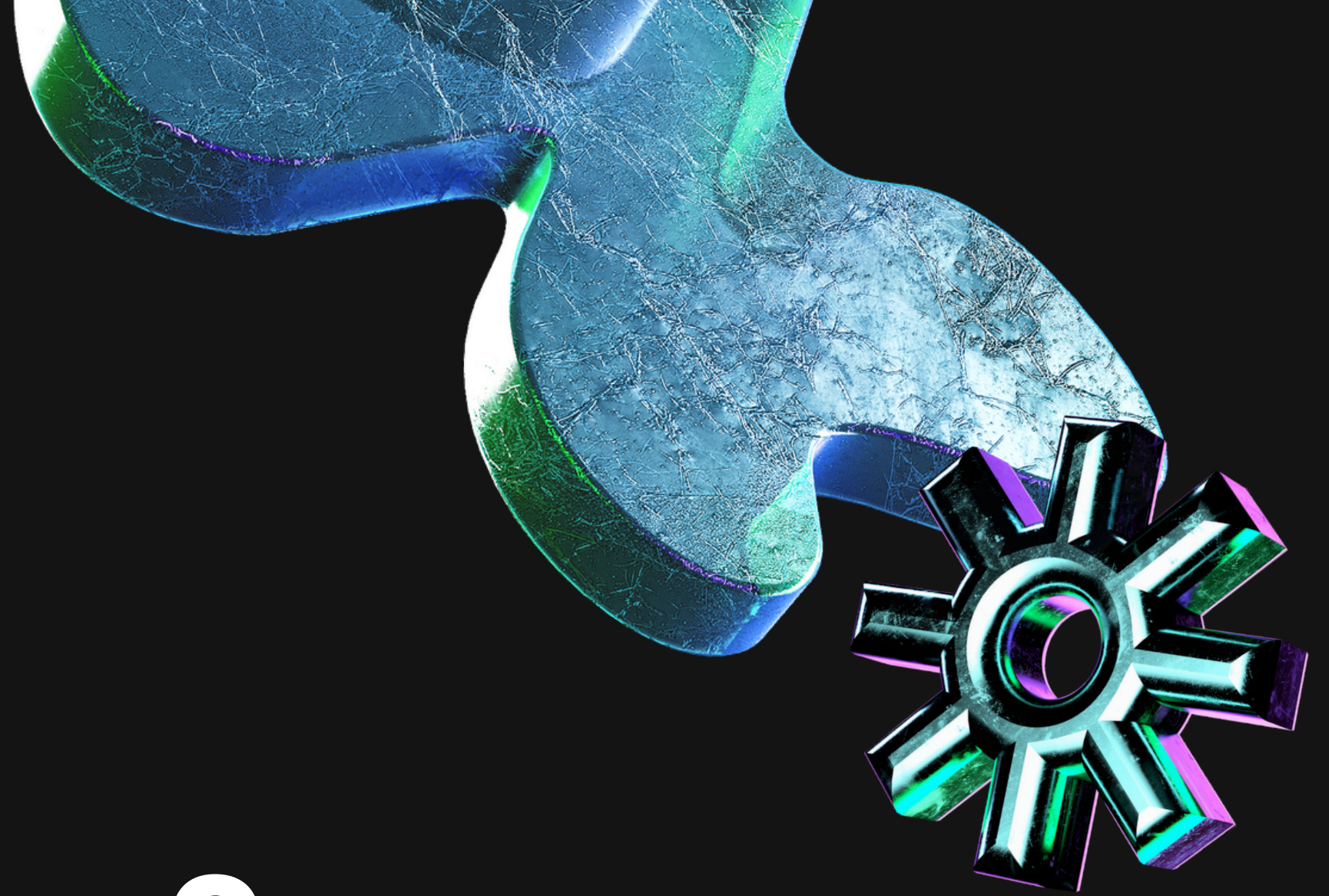
### Insights & Lessons:

- **Product-Market Fit Remains Crucial:** Spotify made sure that they provided a product that was not just needed but was far superior to piracy alternatives.
- **Freemium Models Can Work:** Freemium models can work very effectively, particularly in markets where piracy is a problem. Spotify's model not only allowed users to experience the service but also made the premium offering attractive enough to encourage payment.
- **Partnerships Can Provide Competitive Advantage:** In markets where products may be similar, exclusive partnerships can help a product to stand out.
- **Social Integration Drives Engagement:** Spotify's integration with Facebook allowed for a higher level of user engagement, made the product more sticky, and encouraged organic growth.
- **Target Audience:** Recognizing the right target audience can drive early adoption. In Spotify's case, focusing on millennials and Gen Z proved to be a strategic move.



# Do you have any questions?

**Send it !** We hope you learned something new.  
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# Resources

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- [McKinsey](#)
- [Jumpstar](#)
- [Youtube](#)