

Go-To-Market Strategy: Does Your Business Have the Right Plan?

AN EXECUTIVE DECISION GUIDE

Don't start with tactics. Start with what the business needs to achieve.

A practical framework to help you diagnose your go-to-market opportunity, clarify what is needed and define the strategy, capabilities and execution approach to drive measurable growth.

1



WHAT IS DRIVING THE NEED FOR A GO-TO-MARKET REVIEW?

Start with the trigger, not the solution.

- What has changed in the market, customer landscape or competitive environment?
- Are you seeing growth stall, increased competition or declining win rates?
- Is this a new market opportunity, product/service launch or an inflection point?
- Is it a single event, a recurring pattern or a longer-term trend?
- Who is feeling the impact — sales, marketing, partners, customers or leadership?
- What are you observing versus what do you believe is causing it?

"A clear understanding of what's driving the need for change prevents solving the wrong problem."

2



WHAT EVIDENCE SUPPORTS THAT THIS IS A REAL OPPORTUNITY?

Separate what you know from what you think you know.

- What market, customer or internal data supports this conclusion?
- What customer feedback, win/loss insights or market signals are you seeing?
- What do you believe to be true but haven't validated?
- What information do you not currently have?



EVIDENCE

Supported by reliable data or observable facts.



ASSUMPTION

Believed to be true but not yet validated.



UNKNOWN

Information required to make an informed decision.

"Be disciplined about the difference between evidence, assumptions and unknowns. Strategy built on assumptions creates risk. Strategy built on evidence creates confidence."

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HOW BIG IS THE OPPORTUNITY?

Understand the size, scope and potential impact.

- What is the total addressable market (TAM), serviceable market (SAM) and realistic near-term opportunity?
- What is your current market share and growth trajectory?
- Which customer segments, verticals or geographies are most attractive?
- What is the expected revenue, margin and pipeline impact?
- Is the opportunity net new, expansion or a combination?
- What capabilities would be required to capture the opportunity?

"If you can't quantify the opportunity, you can't prioritize it — or build a plan to win it."

4



WHAT HAPPENS IF WE DON'T ACT?

Consider both the cost of inaction and the opportunity cost.

COST OF INACTION

- Lost revenue and margin
- Competitors gain market share
- Decreased relevance in key accounts
- Missed customer and partner opportunities
- Talent disengagement or attrition
- Higher future cost to catch up

OPPORTUNITY COST

- Markets not entered
- Customers not acquired or expanded
- Partnerships not developed
- Innovation and product adoption delayed
- Resources tied up elsewhere
- Longer time to achieve strategic goals

"In fast moving markets, the cost of doing nothing is often higher than the cost of getting it wrong."



FEATURED PERSPECTIVE — THE DAILY EXECUTIVE

The Growth Target Isn't the Strategy

A practical perspective on what it takes to turn a growth objective into real outcomes.

[Read the full perspective at The Daily Executive. →](#)



IDEAS.
LEADERSHIP.
PROGRESS.

From Insight to Impact: Building the Right Go-To-Market Strategy

DEFINE THE OUTCOME. ALIGN THE PLAN. DRIVE EXECUTION.

The strategy is not the starting point. It is the result of the diagnosis.

A practical framework to help you define what success looks like, determine the right approach and mobilize the capabilities needed to achieve measurable results.

5



WHAT DOES SUCCESS ACTUALLY LOOK LIKE?

Define the desired business outcome before finalizing the strategy.

- What specific results should the go-to-market strategy deliver?
- How will the business, customers and partners experience the difference?
- What revenue, margin or market outcomes should improve?
- What does success look like in 12–24 months?
- How will you know the strategy is working?

“A go-to-market strategy is successful when it creates measurable business outcomes, not just activity.”

6



WHAT IS A REALISTIC TIMEFRAME?

Set clear expectations for when meaningful progress and business results should reasonably occur.

- What can be realistically achieved in the next 3, 6 or 12 months?
- Are there short-term wins and longer-term objectives?
- What milestones will indicate progress?
- What dependencies could impact the timeline?
- How will you maintain momentum while building for long-term scale?

“A realistic timeframe creates focus, enables better decision-making and keeps the organization aligned on what can be achieved.”

7



HOW WILL YOU KNOW THE STRATEGY IS WORKING?

Define the measures that will indicate progress, validate assumptions and signal when adjustment is required.

- What are the key metrics (revenue, pipeline, win rate, market share, etc.)?
- What leading indicators will show early progress?
- How will you measure customer, partner and market impact?
- What is the baseline and target for each metric?
- How often will you review progress and make adjustments?

“What gets measured gets managed — and what gets managed gets better.”

8



WHAT CAPABILITIES ARE ACTUALLY REQUIRED?

Identify the people, skills, resources and organizational capabilities necessary to execute the strategy.

- Do we have the right leadership, sales and marketing capabilities today?
- Where are the gaps?
- Should we build, buy or partner?
- What skills, experience and capacity are needed?
- How will we develop and retain key talent?

“The right strategy requires the right people, capabilities and support to turn opportunity into results.”

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HOW SHOULD THE STRATEGY BE DELIVERED?

Determine the most effective combination of internal capability, advisory support, project engagement, fractional leadership, partners or other resources.

- What is the best delivery model for our situation?
- Which functions or workstreams require external expertise or support?
- How will we align internal and external resources?
- What governance is needed to ensure accountability and progress?
- How will we scale the approach as the business grows?

“The right strategy isn’t about doing everything — it’s about doing the right things, with the right resources.”



WHEN THE PATH FORWARD IS UNCLEAR

Whether you’re looking to define your go-to-market strategy, enter new markets or accelerate execution, we’re here to help. Let’s start the conversation.

CONTACT US ➔