

Service Offering Overview

# Product Go-To-Market Strategy

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Go-to-Market Acceleration

Getting a product wrong is costly - in time, money, and resources. It can damage brand position in the market, and market windows can be missed entirely.

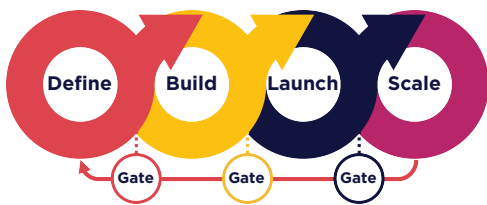
While much focus understandably lands on perfecting the product or service offering definition up front, that is just the tip of the spear. Even with existing products, launching new capabilities and new markets may mean new internal teams and increasingly complex models to support them. And scaling products post-launch is often even more difficult.

Given the investment level of such efforts, lackluster success is not an option. You need to have confidence in your product, your launch plan, and your execution team to blaze your trail to new frontiers of profitability.

## WHAT WE DO

From concept through launch, we can help define new market opportunities, advise on new service offerings, craft go-to-market plans, and mobilize cross-functional teams to bring new products & capabilities to customers, helping accelerate returns on investment.

We evaluate the product offering, fit, and overall organizational readiness, providing recommendations for what a successful market launch looks like for your company. Based on these findings, we partner to build the approach plan for change, which can include value proposition refinement, mobilization, and even sales playbooks.



## OUR GTM DIAGNOSTIC FRAMEWORK

Just one of the tools in our toolkit, our full framework asks probing questions in each of the following important go-to-market dimensions.



### MARKET DYNAMICS

Insights on competition, market trends, and voice of the customer.



### PRODUCT OFFERING

The product, value prop, pricing, customer profile, and segmentation



### PRODUCT DELIVERY & OPERATIONS

How the product will be delivered and supported end-to-end



### MARKETING

Messaging and collateral across an optimal mix of channels and partners



### RISK & COMPLIANCE

Mitigating risk and ensuring regulatory compliance at each step of GTM



### SALES ENABLEMENT

Sales incentive definition, training, sales collateral, and enablement strategy

## TYPICAL WORKSTREAMS & DELIVERABLES



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## ABOUT FURTHER

We are a boutique management consultancy focused on converting strategic vision into business reality.

We always go the extra mile, equipping our clients with critical insights and plans for navigating challenges and accelerating change.



**Gavin Wassung**  
Principal

CONTACT US!

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