



# Top 10 Killer Go To Market Tips To Get You Started...



TOP 10 KILLER GO TO MARKET TIPS...TO GET YOU STARTED

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## ABOUT THE AUTHOR

Paul McIntosh is the founder and MD of The Mustard Concept and a Go To Market expert with over 25 years experience working with start-ups, early growth and blue chip companies.

Before setting up TMC Paul enjoyed great success with blue chip companies such as Cisco, LEGO, Vivendi and Vtech. For more detailed information please click on the LinkedIn button.



Paul McIntosh



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# CHAPTER 1

## Introduction

What is Go To Market (GTM)? What does it mean to me and my business and why is it relevant, I hear you ask?

An official definition of Go to Market is as follows:

*“A firm’s Go-To-Market strategy is the mechanism by which they propose to deliver their unique value proposition to their target market.*

*That value proposition is based on the choices the business has made to focus on and invest in markets and solutions that they believe will respond positively to the increased attention.”*

**50% of all start ups fail inside the first 3 years”**

*Source: Federation of Small Businesses*





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You and I have probably never met, but I do know a few things about you...

- You are very interested in growing your business and brand
- You want to dominate your competition
- You want to increase your number of customers and maximise the sales and profits from them
- You either want to launch or re-launch your products or services and blow your competition out of the water

...but therein lies the problem...

You see, most business owners and entrepreneurs have an insatiable appetite for growing their businesses but a number of things get in the way, preventing this from happening or at least happening at a more than satisfactory level. Here are the main issues:

**Issue 1.** Lack of time.

**Issue 2.** Lack of practical know-how in proven and time-tested sales, business development and marketing techniques.

**Issue 3.** Because they are so immersed in their business and their industry they often can't think differently and merely 'copy' or 'clone' what others in their industry do.

**Issue 4.** They've tried everything they know and that's as far as they can take the business. That could mean they still have a great business – but frustration kicks in because the jump to the next level is proving almost impossible. Conversely, the business could be struggling because the business owner is more like a 'technician' (i.e. someone who is very good at their job) rather than an entrepreneur (i.e. someone who knows how to run a business).

**Issue 5.** Lack of cash-flow.

Which one(s) do you suffer from?





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**“We have a great passion for bringing innovations to market, helping our clients to rapidly achieve their dreams and aspirations”** *Paul McIntosh*

If you've got a great business and it keeps going from strength to strength and not one of these issues is relevant to you, I have to say you've done exceptionally well. On the other hand, if one or more of these frustrations apply to you, there are just two solutions worth considering...

### SOLUTION 1:

You employ a seasoned 'Marketing Manager' or 'Marketing Director' with proven credentials and a history of results. Or...

### SOLUTION 2:

You bring in – dare I say it – a Go To Market expert!

There's pro's and con's for each solution of course, but here at The Mustard Concept we sincerely hope You decide to bring in a external specialist Go To Market partner such as ourselves and that's what this Special Report focuses on. you need to know if we can really help you grow your business.

In fact, here are the three main reasons why you should read this report...

1. To ensure your choice of a expert is the right one.
2. To reduce the element of risk associated with the decision you have to make.
3. To give you the confidence to forge a strong, lasting and, most importantly, profitable relationship.

*Please read on...*





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## CHAPTER 2

### Key GTM Questions & Elements

“ A Go-To-Market strategy usually involves answering 5 key questions.”

- 1 **WHOM** will we actively target within the market?
- 2 **WHAT** will be our product portfolio for target customers?
- 3 **HOW MUCH** will we charge for our products for different customers?
- 4 **HOW** will we promote our products to target customers?
- 5 **WHERE** will we promote and sell our products to target customers?



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## The 4 Critical Elements

There are essentially 4 critical elements to creating any successful go to market strategy, these are the following:



Targeting the right market and identifying your key target customers is critical to any success.





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### Targeting the Right Markets



In today's very demanding and competitive world it's no longer just about what you sell but also very much about how you sell it.

1. Define Market  
Value Proposition



It's absolutely critical to have a game plan for reaching, serving and maximising the following:

- The right Markets
- Via the right Channels
- With the right Products and...
- ...with the right Value Proposition

2. Identify  
Primary Target  
Market



The key objective is to not only acquire the right customers, but to retain those that are most desirable and maximise the lifetime value of each and every one.

3. Review Existing  
Market Channels



It's impossible to select a successful mix of channels until you determine which markets those channels are supposed to reach.

4. Create Detailed  
Channel  
Approach



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## CHAPTER 3

### Target Market Evaluation

“ You have to Know  
the 4 Pitfalls of  
Target Market  
Evaluation?”





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1

Chasing untried and unproven markets and neglecting **SOLID BUSINESS AND ROUTES** that are much closer to home. This can prove to be either the **SLOWEST AND MOST EXPENSIVE** and least likely way to increase revenues and profits.

**NEW CUSTOMERS** in new markets / regions are notoriously tough to reach and this means that your company sometimes falls between two stools. Please remember, most companies have **MORE POTENTIAL** business than they can ever handle.

2

Relying on 3rd party market research reports which are often **INNACCURATE**.

- Are they setting their own agenda?
- Are the estimates / figures inflated?

These reports need to be studied thoroughly and used as **'PART'** of your decision making process and certainly not as the only tool available to help you make an **INFORMED** decision.





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3

**ASSUMING** that markets can be either 'good' or 'bad' outside the context of your unique offerings and business goals. Assumption is the mother of all evils and therefore completing the **CORRECT** due diligence is critical.

Of course the **RIGHT** market depends on what you're selling, if this fits within your business goals and objectives then it's part of the decision making process. Remember, there is no such thing as 'good' or 'bad' markets, each should be shown the necessary **RESPECT** based on your own unique situation.

4

Ignoring **CRITICAL** internal sources of information when evaluating new market possibilities is foolish. Within your own business may lie a great **WEALTH** of information.

Start by **ENGAGING** with your sales team, colleagues that have competitive market knowledge and any colleague that interacts with any partners...**GEMS** can be unearthed.





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## CHAPTER 4

### The Killer List



As you start to make progress creating your own Go To Market strategy and you decide that you wish to 'go it alone' and work through the process internally within your business that's fine. All I ask is that you heed this list of top 10 must do's to give your business the very best chance of succeeding.





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- 1** Your go to market strategy must start with your target audience and target customer
- 2** Evaluate the costs of the routes to market, this will have a serious impact on profits
- 3** How you sell has to fit with what you sell
- 4** There is always a trade off between market coverage & control
- 5** Focus





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- 6** Your business model has to be sound for your G2M strategy to succeed
- 7** Achieving channel co-operation is more important than preventing channel conflict
- 8** You cannot be everywhere at all times for every customer
- 9** Be patient – it can and does take time for new channels to become productive
- 10** To win big your G2M strategy must be innovative, different and very compelling





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## CHAPTER 5

### Go To Market Specialist

As I mentioned earlier, the whole purpose of this Special Report is to help you make an informed choice when appointing a Go To Market specialist.

If that Company is ourselves, then I'm convinced you will be well on your way to significant increases in your sales and profits.

Quite simply – it's about hot ideas. We started back in 2002 very much as an entrepreneurial family business aimed at launching new or hot products and services to market.

Our combined background of over 45 years is diverse, covering markets such as Consumer Electronics, PC Accessories, OEM Software & Licensing, Toys, Greeting Cards, Mobile, Smart Home and Gadgets/Gifts – everything that creates fun and innovation and requires the right expertise and partnership to go to market

We wish you luck in growing your business and hope you create the wealth (whatever that means to you) your business can and should provide.

Contact us today at [info@themustardconcept.com](mailto:info@themustardconcept.com)







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What Our Clients Say...

“ We have worked with TMC for several months and found them to be both professional and friendly, with a wide range of experience and knowledge. They perform excellent market research, are able to open appropriate channels and have a good grasp of potential issues that small businesses developing their products may face”

*Miranda Davy, COO, Scute Design*

[Read more](#)





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## BEAT YOUR COMPETITORS

Grab Market Share Now!

If you're interested in improving your Go to Market process, increase sales and dramatically grow your business request an audit today on 01865 589507 or email at:

[info@themustardconcept.com](mailto:info@themustardconcept.com)

15% Discount  
for the first 3  
months with  
this offer code  
**TMCEB01**

