

# GO-TO-MARKET BUSINESS PLAN

---

A Template for Integrated Marketing Planning

Joseph Schwartz

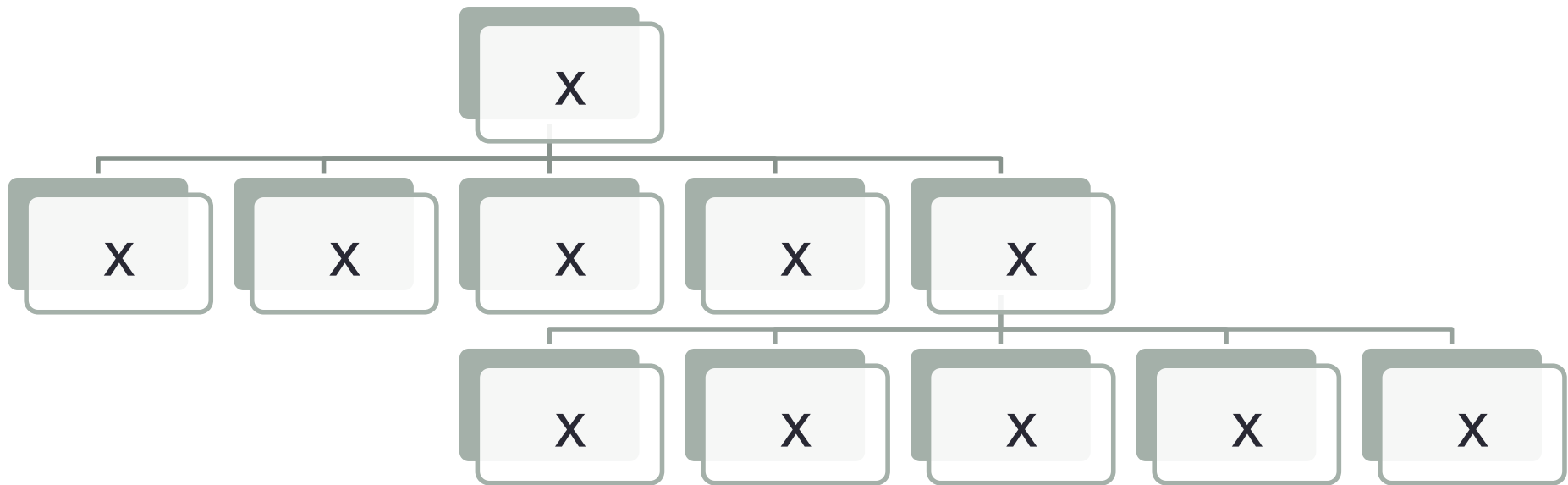
914-414-9935 | [joe@jschwartzny.com](mailto:joe@jschwartzny.com)

[www.linkedin.com/in/josephschwartz](http://www.linkedin.com/in/josephschwartz)

# Business Plan

- LOB Organization
- The Market
- Buyer Landscape
- Solution Overview
- Financial Objectives
- Initiatives
- Segmentation Alignment
- Solution Roadmap
- Business Goals
- Business Challenges
- Business KPIs
- Key dependencies, issues, and risks

# Organization



# The Market

## Overview

- X

## Size

- X

## Growth Rate

- X

## Position

- X

## Key Competitors

- X

## Buyer Problems

- X

## Buyer Interests

- X

## Technology Changes

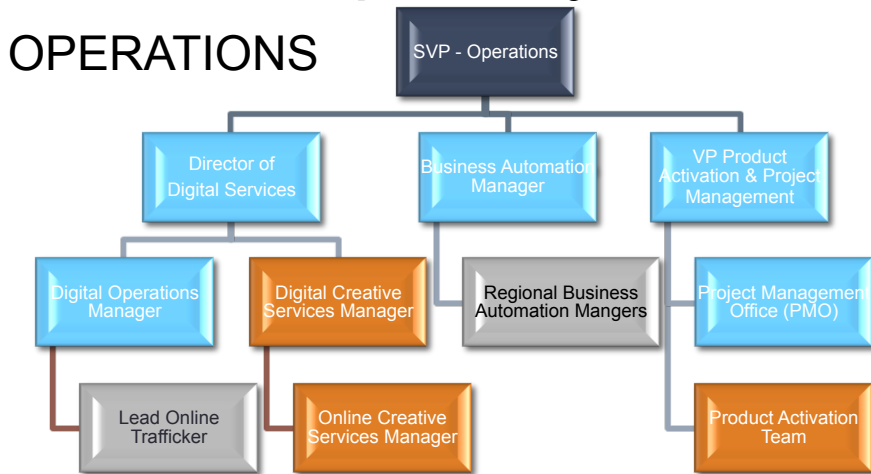
- X

## Buying Patterns

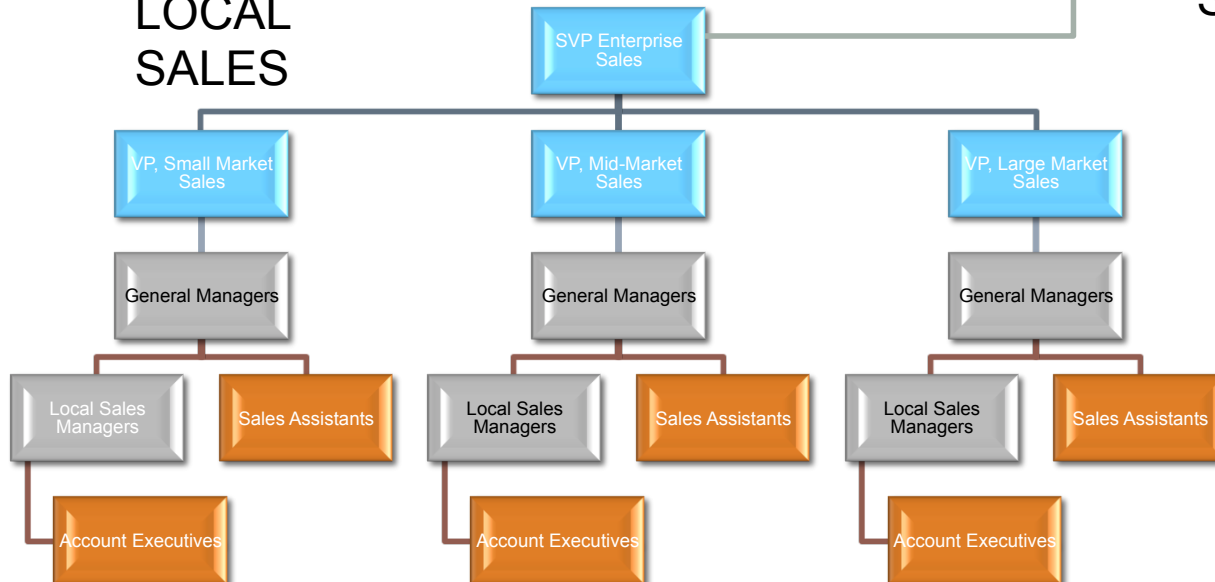
- X

# Example Buyer Landscape

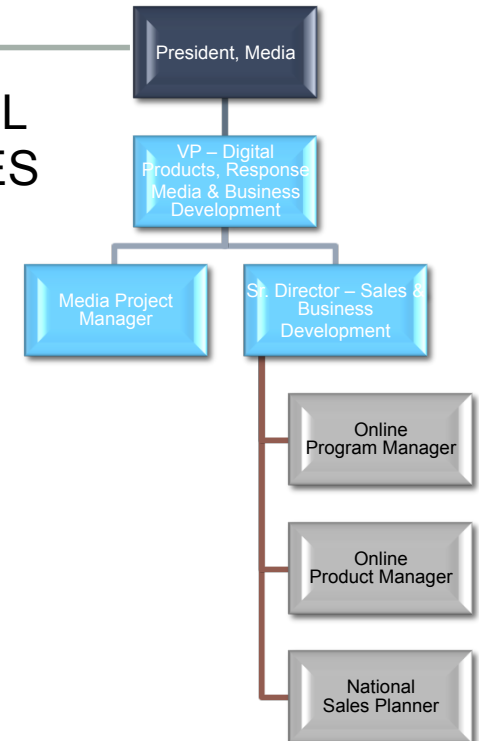
## OPERATIONS



## LOCAL SALES



## NAT'L SALES



2/1/14

Proprietary and Confidential.

# Solution Overview

## Summary

X

## Key Customer Initiative(s)

▪ X

## Supporting Value Paths

▪ X

## Value to the Customer

▪ X

▪ X

## Top 3 Competitive Differentiators

X

X

C

X

X

U

X

X

C

## Why We Win

▪ X

## Why We Lose

▪ X

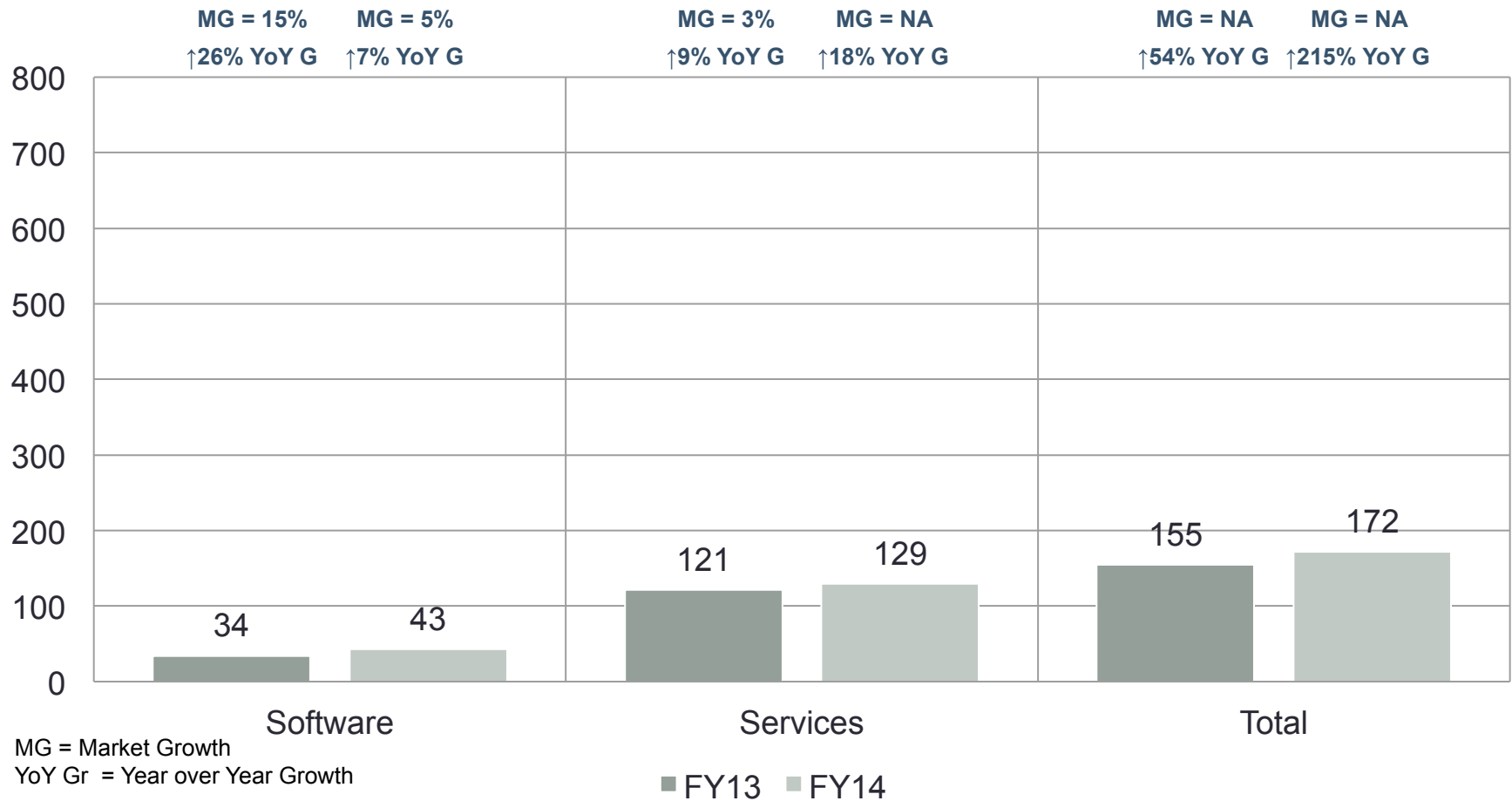
# Financial Objectives

## Upside

▪ X

## Risk

▪ X



# Initiatives

Key Initiative	Tactics	Owner	Timing (by qtr)
	▪ X	▪ X	
	▪ X	▪ X	
	▪ X	• X	
	▪ X	▪ X	
	▪ X	▪ X	
	▪ X	▪ X	



# Segmentation Alignment

## Strategic

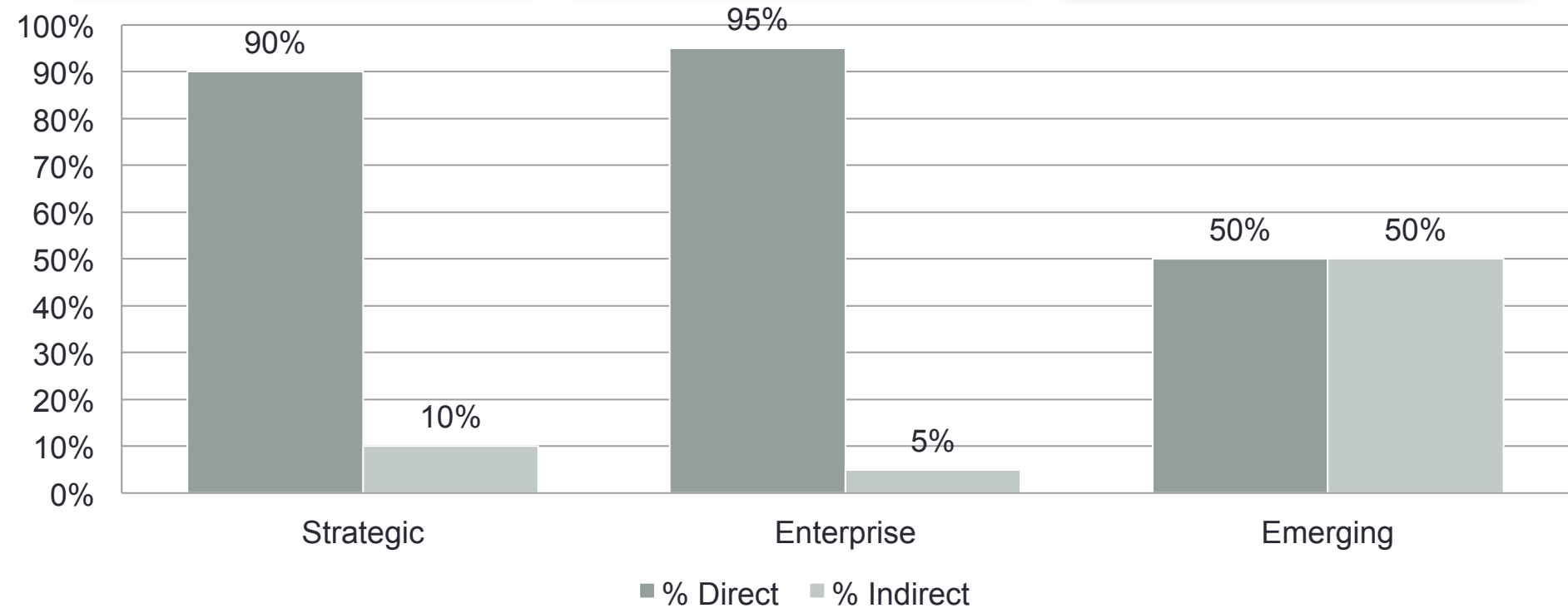
▪ X

## Enterprise

▪ X

## Emerging

▪ X



# Solution Roadmap

Q1

x

Q2

x

Q3

x

Q4

x

# Business Goals

Discover

Explore

Buy

Install/Realize Value

Goal

Goal

Goal

Goal

# Business Challenges

Challenge	Impact to Customer Buying Cycle*			
	Discover	Explore	Buy	Realize Value
X	30%	35%	25%	10%
X	55%	20%	10%	15%
X	10%	50%	40%	0%
X	50%	30%	20%	0%
X	60%	30%	10%	0%
X	60%	40%	00%	0%

\*each challenge should add to 100%

# Business KPIs

## Financial

### ● License Bookings

Target \$0

Actual X

#### Initiatives

- X

### ● Maintenance Bookings

Target X

Actual X

#### Initiatives

- X

### ● Prof Svcs Bookings

Target X

Actual X

#### Initiatives

- X

## Customer

### ● # of New Customers

Target 30%

Actual X

#### Initiatives

- X

### ● Renewal Rate

Target X

Actual

#### Initiatives

- X

### ● Customer Sat

Target X

Actual X

#### Initiatives

- X



## Processes/Solution

### ● Pipeline Growth

Target X

Actual X

#### Initiatives

- X

### ● Win Rate

Target X

Actual X

#### Initiatives

- X

### ● Brand Recognition

Target X

Actual X

#### Initiatives

- Acquisitions

## Employees/Learning

### ● Attrition of 1 & 2 Rated

Target X

Actual X

#### Initiatives

- X

# Key Dependencies, Issues, and Risks

## Dependencies

- X

## Risks

- X

## Issues

- X

## Go-to-Market Summary

- Customer Success KPIs
- Key Buyer Messages
- SCIPAB
- Competitive Messages
- Milestone/Launch Calendar
- Planned Content Development

# Customer Success KPIs

x

x

x

x



# Key Buyer Messages

Discover	Explore	Buy	Install/Realize Value
x	<b>What is the Buyer Thinking?</b> x	x	x
✓ x	<b>What is the Buyer Looking For?</b> ✓ x	✓ x	✓ x
• x	<b>What we talk about at the C/VP Level</b> • x	• x	• x
• x	<b>What we talk about at the Management Level</b> • x	• x	• x
• x	<b>What we talk about at the Practitioner Level</b> • x	• x	• x

# SCIPAB

## Situation

- X

## Complication

- X

## Implication

- X

# Competitive Messaging

Competitor	Key Advantages	Messaging and Strategy	Disadvantages
Overall	<ul style="list-style-type: none"><li>• X</li></ul>	<ul style="list-style-type: none"><li>• X</li></ul>	<ul style="list-style-type: none"><li>• X</li></ul>
Competitor		<ul style="list-style-type: none"><li>• X</li></ul>	<ul style="list-style-type: none"><li>• X</li></ul>
Competitor		<ul style="list-style-type: none"><li>• X</li></ul>	<ul style="list-style-type: none"><li>• X</li></ul>
Competitor		<ul style="list-style-type: none"><li>• X</li></ul>	<ul style="list-style-type: none"><li>• X</li></ul>
Competitor		<ul style="list-style-type: none"><li>• X</li></ul>	<ul style="list-style-type: none"><li>• X</li></ul>

# Milestone/Launch Calendar

**Q1****x****Q2****x****Q3****x****Q4****x**

# Planner Content Development

Content Type	Description	Month Available
X	X	X
X	X	X
X	X	X
X	X	X