

the

GO-TO-MARKET TUNE-UP™

FOLLOW THE PATH TO MEASURABLE SALES RESULTS FASTER!



The Go-To-Market Tune-Up is designed to help your organization quickly identify, agree upon and realize the top opportunities to accelerate sales, leverage existing resources and differentiate your customer's experience, within one sales quarter. Applying our methodology, Profitable Channels will conduct a four to eight week assessment of your customer engagement process, your sales channels, and/or your marketing and selling assets to define a business case for change that will encompass a high-level business case and a ranked list of tactical and strategic opportunities to grow sales.

We offer two consulting package options that allow you to choose the scope and costs based on your unique needs:

BASIC PLAN

1 Document Customer Engagement Process

2 Marketing and Selling Asset Inventory Assessment

3 Channel Alignment

4 Business Case for Change

COMPREHENSIVE PLAN

Includes the **BASIC PLAN**

Plus

5 Voice of the Channel

6 Customer Engagement Process Definition

7 Execution Roadmap

8 Proof of Concept Pilot Plan

SALES

THE BASIC GO-TO-MARKET PACKAGE INCLUDES:

1 A DOCUMENTED CUSTOMER ENGAGEMENT PROCESS

Profitable Channels will document and map your existing customer engagement process as the first step of the Go-To-Market Tune up. Deliverables include:

- a. Discussion and documentation of your customer segments,
- b. Documentation of your existing customer engagement process, including definition of the customer experience and needs, speed of engagement and key performance indicators/metrics.
- c. A customer engagement assessment that includes insights, gaps and opportunities

2 A MARKETING AND SELLING ASSET INVENTORY ASSESSMENT

Profitable Channels will create a map of your marketing and selling assets to determine how well they support your customer engagement process and target customer needs. Deliverables include:

- a. A marketing and selling asset inventory that aggregates and organizes all of your existing sales tools, programs, selling content and collateral by type, engagement process step and selected channel;
- b. A marketing and selling asset assessment that evaluates how well your existing selling assets map to and support the multi-channel customer engagement process.

3 A CHANNEL ALIGNMENT

Profitable Channels will create a cross-functional picture of your marketing and selling channels mapped to your customer engagement process, and will determine how well they support your customer experience and target customer needs. Deliverables include:

- a. Documentation of all your marketing and selling channels (sales, partner, retail, call center, interactive channels) mapped to the customer engagement process.
- b. A sales alignment assessment to identify "hot spots" where the customer engagement process is not well supported and compromises your sales effectiveness, revenue realization, cost control & the customer experience.

4 A BUSINESS CASE FOR CHANGE

Profitable Channels will document and quantify the business case to maximize the return on your investment in marketing and selling assets, channels and resources - by improving the go-to-market process. Deliverables include:

- a. A ranked list of tactical and strategic opportunities that can be executed to generate more measurable sales results, faster;
- b. A quantified business case which includes a scorecard for success that defines and documents your high level sales economics, and the KPI's (key performance indicators), to help you achieve consensus among key stakeholders on the benefits of a sales process improvement, and to hold your sales organization accountable for downstream results.

THE COMPREHENSIVE GO-TO-MARKET PACKAGE INCLUDES:

The Basic-Go-To-Market Package:

1. A Documented Customer Engagement Process
2. A Marketing and Selling Asset Inventory Assessment
3. A Channel Alignment
4. A Business Case for Change

Plus

5 VOICE OF THE CHANNEL

Organizations that lack consensus or buy-in from stakeholders, or lack a well documented customer engagement process, or alignment of the sales channels, will receive additional in-depth workshops (2-3) or 20-25 interviews across the functional areas, lines of business and channels, in order to capture insights and learnings to better understand how well their marketing and selling assets and channels support the customer engagement process. Deliverables include:

- a. 2-3 additional in-depth workshops or 20-25 stakeholder interviews
- b. A summary report of the findings which includes analysis, trends, opportunities
- c. Specific Recommendations for adjusting existing processes or where to create new ones

6 A CUSTOMER ENGAGEMENT PROCESS DEFINITION

For organizations that do not have a well documented customer engagement process, Profitable Channels will develop a multi-channel customer engagement process with input from the functional areas, lines of business and channels that support the process. Deliverables include:

- a. Documentation of a consensus customer engagement process for the target segments
- b. Identification of the key steps of the process, desired customer experience through the process, the success metrics at each step
- c. Mapping the new process to the marketing and selling channels and the marketing and selling assets.

7 AN EXECUTION ROADMAP

Organizations that want a path to measurable sales results, have the option for Profitable Channels to create an execution roadmap which aligns the business requirements with process, technology, and program investments necessary to realize the full ROI potential quantified in the business case. Deliverables include:

- a. A phased list of strategic and tactical (including quick hit) opportunities
- b. A roadmap – the opportunities that are mapped out along a timeline with key milestones, suggested resources, estimated costs, KPI's, etc.
- c. A list of functional requirements for execution

8 A PROOF OF CONCEPT PILOT PLAN

Organizations that want sales results next quarter have the option for Profitable Channels to create a Proof of Concept Pilot plan for selected tactical opportunities. Deliverables include:

- a. The pilot's functional and technical requirements
- b. Recommendations for "where to start" in terms of sales process steps, markets, etc.
- c. A "proof of concept" scorecard for success – the KPI's/metrics to measure performance and results

Plan Comparison

Deliverables	1	2	3	4	5	6	7	8
BASIC PLAN	✓	✓	✓	✓				
COMPREHENSIVE PLAN	✓	✓	✓	✓	✓	✓	✓	✓