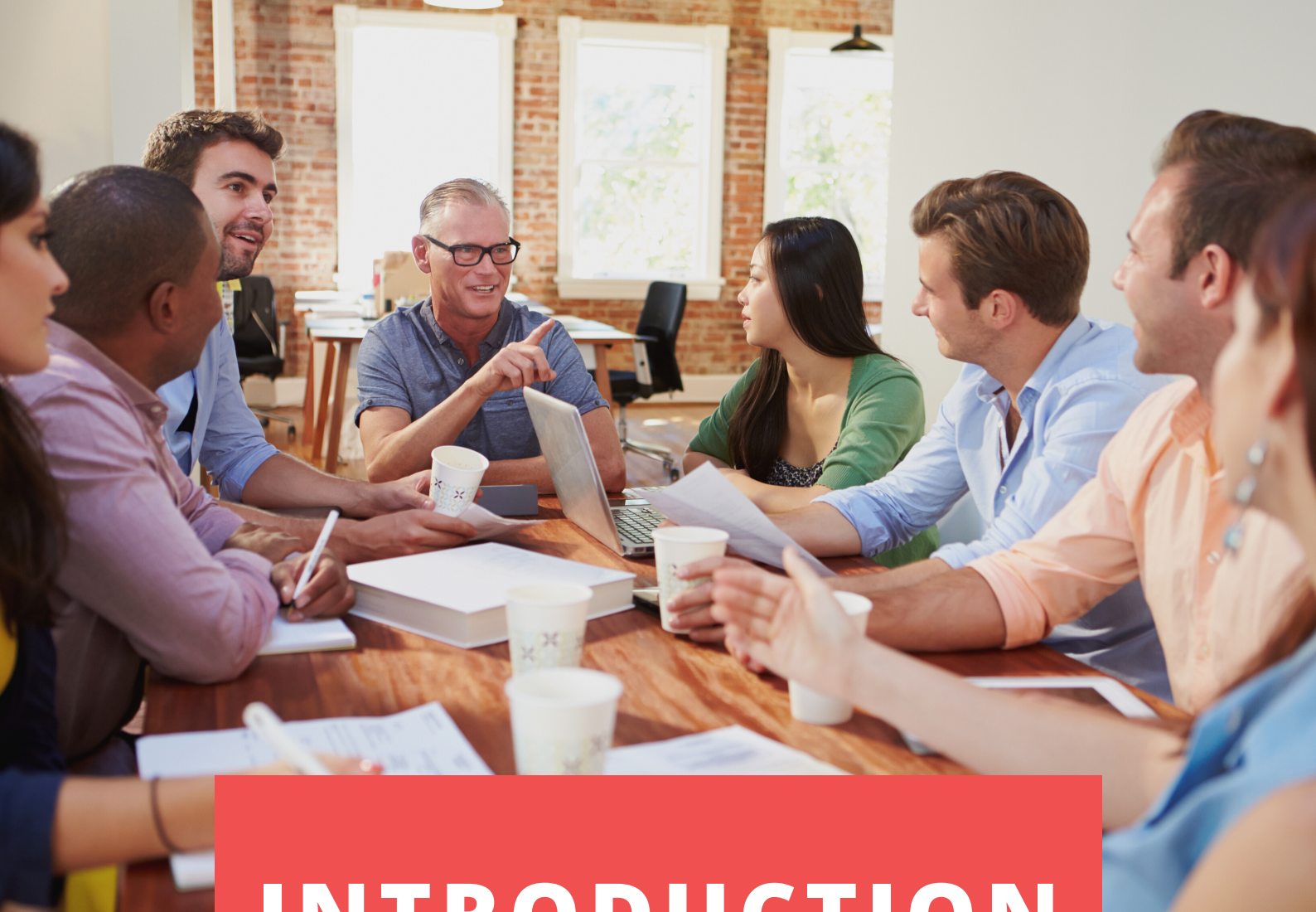


Top 10 Go-To-Market Tips

By Paul McIntosh, Founder & CEO of
Bridgehead International Agency





INTRODUCTION

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

An official definition of Go-To-Market is as follows:

“A company’s Go-To-Market strategy is a blueprint for how they will successfully deliver their unique value proposition and reach target markets, channels and customers to achieve competitive advantage.”



More than 50% of small businesses fail inside the first 4 years
Source: Entrepreneur Europe

THINGS GET IN THE WAY OF GROWTH

WHICH ISSUES DO YOU SUFFER FROM?

Whether we've ever spoken or not we do know a few things about you:

1. You are very interested in growing your company and establishing brand in new markets
2. You want to take advantage of the 74m million plus consumers living in the UK and Europe or the 367million plus living in North America
3. You either want to successfully launch or re-launch your products/ services to blow your competition out of the water
4. You want to increase your sales and profits and get a return on investment rapidly
5. You want a clear understanding of who, what, why, where and when to access in new marketplaces

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:

1. You've tried everything and you've ended up wasting months with partners who promise purchase orders and growth but ultimately deliver little to nothing
2. You have limited understanding of the local cultures and buying practices or new marketplaces
3. You aren't sure if you've identified the right markets, channels or customers
4. Legal documentation and Terms and Conditions are all different from your home marketplace and you don't fully understand what they mean or what is expected from you
5. You don't know how or where to start





SOLUTIONS

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 an expensive seasoned 'VP Sales', or a 'Business Development/Sales Director' or 'Commercial Director' with proven credentials and a history of results.

Solution 2

You bring in – dare I say it – a team of Market Entry experts.

There's pro's and con's for each solution of course, but here at Bridgehead we sincerely hope you see the value in working with a Market Entry 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 successfully and rapidly in the UK and Europe.

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.



KEY GO-TO-MARKET QUESTIONS



A Go-To-Market strategy usually involves you answering 5 key questions

1. Whom will we actively target within the market?
2. What will be our product portfolio for our target customers?
3. How much will we charge for our products for different customers?
4. How will we promote our products to target our chosen customers?
5. Where will we promote and sell our products to our target customers?



THE 5 CRITICAL ELEMENTS

There are essentially 5 critical elements to creating any successful go-to-market strategy.

GO-TO-MARKET STRATEGY

5 core elements



1. Product &
value
proposition



2. Market



5. Numbers



4. Routes,
channels, &
partners



3. Customers





TARGETING THE RIGHT MARKETS

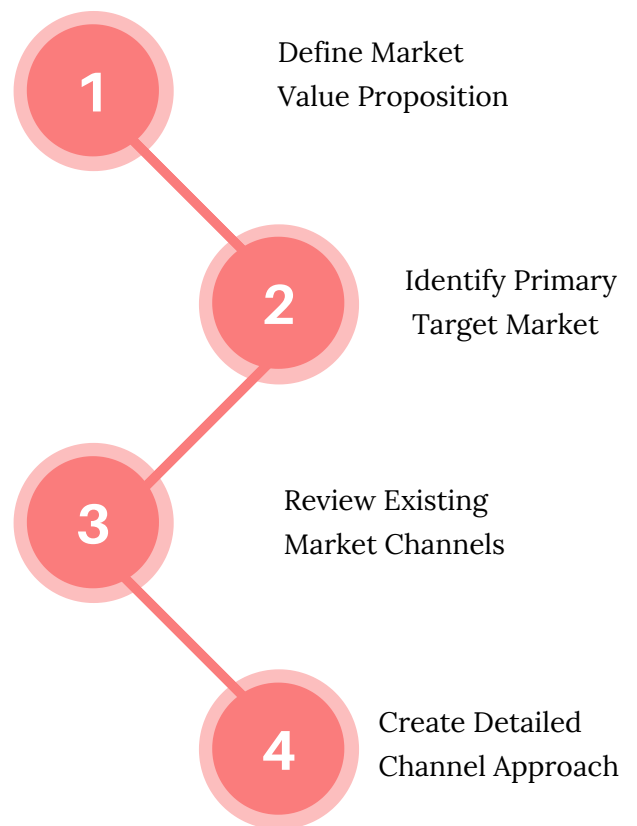
In today's very demanding and competitive world it's no longer just about what you sell but also very much about how you sell it.

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

1. The right markets
2. Via the right channels
3. With the right products
4. With the right value proposition

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.

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





TARGET MARKET EVALUATION



You have to know the 4 pitfalls of target market evaluation

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, 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 inaccurate.

- a) Are they setting their own agenda?
- b) 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.



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 colleagues that interacts with any partners... Gems can be unearthed.





THE KILLER LIST



80% of businesses fail in their attempt to expand internationally

Did you know that 80% of businesses fail in their attempt to expand internationally? As a business owner, no doubt you'll be aware that overseas expansion is a time and labour-intensive process. It is costly if you don't succeed. This is the reason why you need a solid go-to-market (GTM) strategy for each market you want to penetrate.

If you wish to start to make progress creating your own Go-To-Market strategy and start working through the process internally within your business, all we ask is that you heed this list of top 10 must do's to give your business the very best chance of succeeding.

TOP 10 GO-TO-MARKET TIPS

1 TARGET AUDIENCE & CUSTOMER

Your go to market strategy must start with your target audience and target customer

2 EVALUATE THE COSTS

Evaluate the costs of the routes to market, this will have a serious impact on profits

3 HOW YOU SELL

How you sell has to fit with what you sell

4 A TRADE OFF

There is always a trade off between market coverage & control

5 FOCUS

Focus on your goals and objectives

6 BUSINESS MODEL

Your business model has to be sound for your G2M strategy to succeed

7 CO-OPERATION

Achieving channel co-operation is more important than preventing channel conflict

8 EVERYWHERE FOR EVERYONE

You cannot be everywhere at all times for every customer

9 PATIENCE

Be patient - it can and does take time for new channels to become productive

10 TO WIN BIG

To win big your Go-To-Market strategy must be innovative, different and very compelling



WHY BRIDGEHEAD®

INTERNATIONAL GROWTH.. GUARANTEED

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 we're convinced by working with us you will be well on your way to significant increases in your sales and profits.

Founded in 2002, Bridgehead has been specialising as international

business growth, market entry and Go-To-Market strategies helping 70+ companies from all over the world sell more products and services, to more customers in more countries.

We are passionate about helping our clients grow their businesses in the UK, wider Europe or North America, we are passionate about helping our clients reach new markets and we're passionate about expanding a brands' reach.



We had tried for 4 years to access the UK market and Bridgehead achieved successful market entry for us inside 90 days.
**G-Jay Young,
Oaxis**

success@bridgeheadagency.com

www.bridgeheadagency.com

We operate a true partnership approach; essentially operating as an extension of your business and your commercial team. Our role is to connect our clients to new capabilities, markets and relationships. We are accountable, we take ownership of the region(s) and take ownership of delivering the numbers and our proven process, which has been developed and refined for over 10 years, guarantees to achieve rapid results.



Bridgehead showed great interest in our business and helped us to reorganise our sales and marketing, bringing real insight and a professional approach that made us focus on our strengths and develop a realistic plan for a successful future..
**Jerry Ranger,
Powertraveller**



Between the day we started with Bridgehead, over the time of the lockdown and the pandemic to nowadays successes we truly see Bridgehead as not only a professional partner but part of our team.

For any task, thought or challenge we wanted to go through, we have always been able to succeed with Bridgehead in a collaborative way.

The expertise, proactiveness, and willingness of Bridgehead make this partnership as valuable as we expected. We do look forward to discovering the next new heights with them.

Global Head of Retail, SumUp

We provide hands on consulting and business development expertise to accelerate your business growth. We love helping you to solve difficult growth challenges. We offer flexible business models to suit each client, which balance the shared risk and reward.

We have taken a US client from failing to establish themselves in the UK and Europe to having 18 countries range their product inside 17 months.

We have taken a European start-up into key tier 1 retailers in North America, generating over \$1m revenue within 12 months.

We have grown a UK Scale-up's sales pipeline from £3.7m to £20.7m in 9 months.

We look forward to helping you too.

success@bridgeheadagency.com

www.bridgeheadagency.com

COPYRIGHT NOTICES

© Copyright Bridgehead International Agency Ltd; All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means mechanical or electronic, including photocopying and recording, or by any information and retrieval system.

The Licensee is authorised to use any of the information in this publication for his or her own use only in carrying out duties necessary to fulfil their role to the maximum.

Published by Bridgehead International Agency Ltd - 12 Black Barn, Manor Farm, Manor Road, Wantage, Oxon, OX12 8NE, United Kingdom.

LEGAL NOTICES

While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter given in this product.

The Publisher wishes to stress that the information contained in this product may be subject to varying country and professional organisations' laws or regulations.

The Licensee must accept full responsibility for determining the legality and/or ethical character of any and all business transactions and/or practices adopted and enacted in his or her particular field and geographic location, whether or not those transactions and/or practices are suggested, either directly or indirectly, in this programme.