

# Go-To-Market Plan and Planning Workshop



Are you a Business Owner or Executive who wants to

- **Increase market presence and performance with results-driven market strategies?**
- **Convert contacts to clients with ROI-producing business events?**
- **Re-energize relationships with a sharper customer focus?**

If you have a defined company vision and specific goals, you will **drive market growth** and profitability with an *achievable* and *sustainable* **Go-to-Market Plan**.

The **Go-to-Market Plan** and Planning Workshop process will

- 🌀 **DISCOVER** how to achieve your desired market results
  - Assess internal and external values and processes to attain best possible outcomes
  - Define strengths, weaknesses, opportunities and threats (SWOT) and internal/external target audiences
- 🌀 **DEVELOP** the specific, measurable **Go-to-Market Plan** components
  - Create a high-impact message map to reach, influence and sell to identified audiences
  - Identify stakeholders and their respective roles and responsibilities
  - Set realistic priorities, budgets, timelines and success measures
- 🌀 **DELIVER** a functional, easy to follow **Go-to-Market Plan**
  - Include specific, business-integrated strategies and concrete tactics
  - Create next-step guidelines for following up on development/implementation and achievement metrics

Go-To-Market Plan and Planning Workshop: \$4985 \*\*

Pricing includes: Initial set-up conference and Workshop attendee development; one-day (6-hour minimum) group facilitation of Planning Workshop with customized Workshop outline; delivery of implement-ready Go-to-Market Plan. Does not include out-of-pocket expenses, if applicable.

\*\*New client special pricing available – use promo code MARKETRESULTSPLAN

  
**MARKET RESULTS**

*Drive Market Growth*

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