



WORKSHOP

on

Go To Market Strategy

Date: 15th November 2022

Resource Person:

Nitesh Verma

Business Coach & Analyst

Brief Profile of Resource Person:

He help small business owners scale their business by implementing systems and optimizing resource utilization.

He is a Six Sigma Black Belt with over 20 years of work experience. I have a knack of working with data and enabling data driven decision making.

If you are a business owner, this is how he can help you scale your business:

1. Design custom processes for sales, marketing and other key business processes
2. Set up functional organization structure with clear roles and responsibilities
3. Design process playbooks (Sales, HR, Operations, Marketing)
4. Create research based content (articles, white papers, presentations)
5. Set up a vendor management framework for all outsourced business functions

About the session:

A go-to-market (GTM) strategy is a comprehensive plan businesses use to bring a new product or service to market. Designed to mitigate the risk inherent in the introduction of a new product, a typical GTM strategy includes target market profiles, a marketing plan, and a concrete sales and distribution strategy.

Creating a go-to-market strategy is as important for established companies as it is for brand new entrepreneurial endeavors. In this article, you will learn more about the purpose of GTM strategies, encounter examples of them in action, and find out how to create one yourself.

Objective

- Gaining a comprehensive understanding of the marketplace, the target market, and the proposed product's place in it.
- Keeping marketing costs down by identifying promotional channels with the highest return on investment (ROI).
- Troubleshooting product positioning and messaging before going to market.
- Concretely defining the logistics of distribution and sales channels before launch to ensure maximum market impact.

Outcome: Go-to-market strategies anticipate the challenges of this competitive space by thoroughly identifying the target market, articulating the product's value proposition, crafting a marketing plan, and developing a strategy for its sales and distribution channels



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15th November 2022 (10:00 AM IST)



Organised by :
School of Management

To be Conducted by
Nitesh Verma
Business Coach & Analyst

Coordinators :

Dr. Deepti Mishra
&
Dr. Sisir Ranjan Dash

Venue

School of Management, Centurion University of Technology and Management

TIME : 10:00 AM | Date : 15/11/2022

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