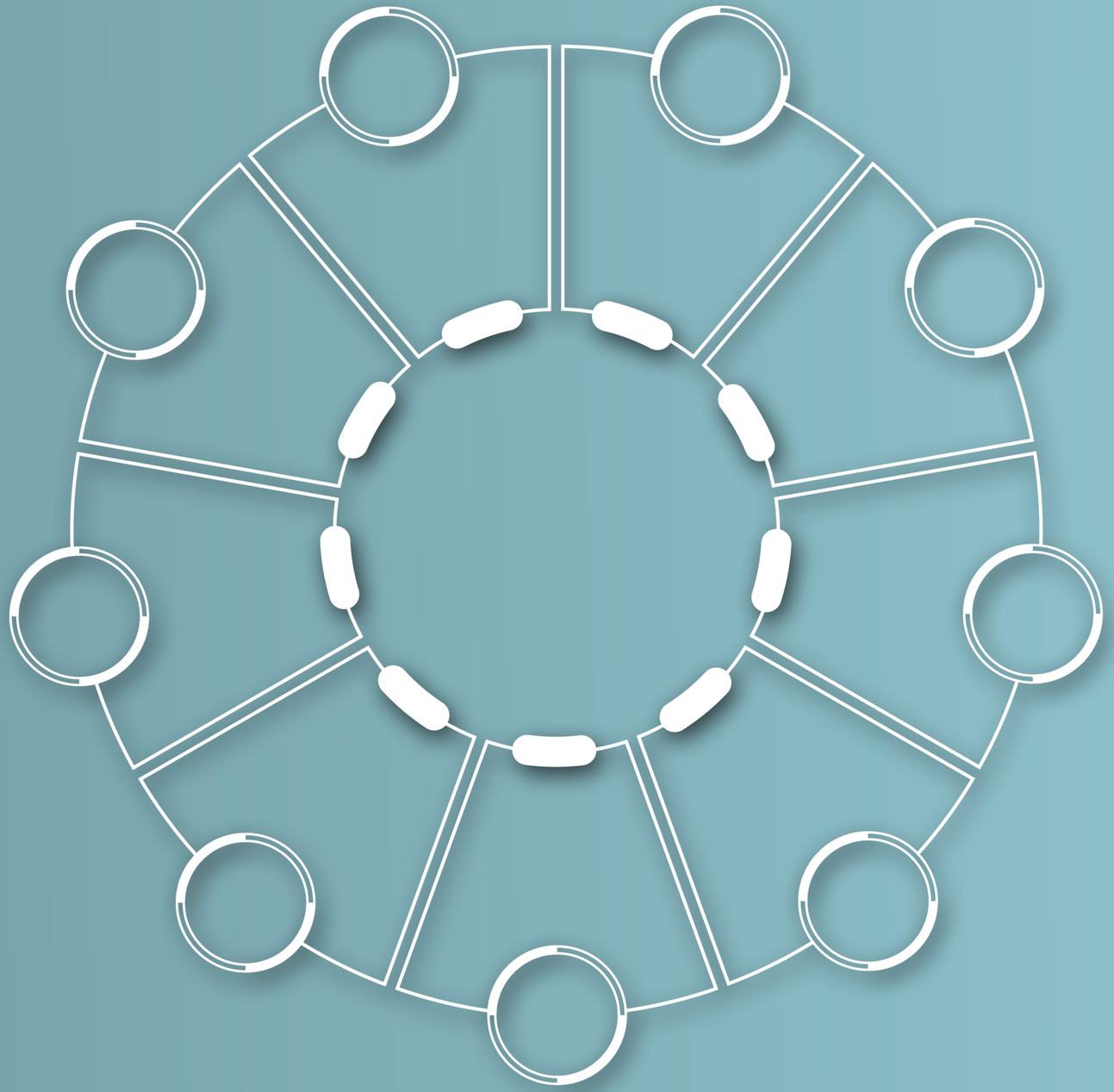

GO TO MARKET

STEPS, RESOURCES, & TECH

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THE TRIFECTA EFFECT

Business Growth and Transformation Through Unified Sales, Marketing, and Operations.

Small business need to balance cost and resources, while aiming for growth, stability, and scalability. This can only be achieved by introducing automation aligned with sales, marketing, and commercial operations.

This free deck shows examples of the various technologies and services that can, for the most part, be integrated as part of a Go to Market (GtM) strategy and infrastructure to power sales and marketing at significantly lower costs than hiring several specialists to drive your business growth. I can implement and execute this for you.

Whether building your existing business, launching a new product, or expanding into a new market, I provide fractional support, part-time, enablement services, or consulting.

Contact me at ray@wordferret.co.uk or call me on +44 7789 721821 to learn more.

Go to Market Strategy and Resources - Steps 1-3

1. Product Market Fit (PMF)

- Live user feedback - Groups, 1-2-1s, telephone surveys, customer feedback
- Market/competitor analysis (see step 3)
- Pain points/needs/gaps
- Assess the Total Addressable Market (TAM)
- Prototype/beta testing/ pilots

Resources

Word Ferret – More Than Words
crunchbase
Google Forms
similarweb
statista
SurveyMonkey
SEMRUSH

2a. Ideal Customer Profile (ICP)

See 2b, 2c, and slides 3 and 4 for more

Please note that the resources are suggestions. They would be integrated, interoperate, and automated as much as possible, providing a scalable infrastructure that empowers marketing and sales.

2b. ICP Data Collection/ Enrichment

- Company data
  - Name
  - Locations
  - Funding
  - #Employees
  - Industry
  - Product/services/ solutions
  - Technology stack
  - Financials
  - Website
- Contacts
  - Name
  - Role
  - Location
  - Email
  - Phone number

Resources

Word Ferret – More Than Words
Apollo
LeadSift
bombora
10times
Thunderbit
GlobalData.
zoominfo
Lusha
LinkedIn

2c. Buyer journey/intent/ signals

- Intent signals
  - News
  - Clinical Trial triggers
  - Content downloads
  - Competitor research
  - Events/conferences
  - Funding
  - Hiring signals
  - New technology implementation
  - Social media and forum engagement
  - Specific web content consumption

Note: This is actually step 5 of the GTM model.

Resources

Word Ferret – More Than Words
Apollo
LeadSift
bombora
10times
Thunderbit
ClinicalTrials.gov
PhantomBuster

3. Competitor Landscape

(Deeper dive)

- Emerging trends/shifts
- Strategic planning
- Product, pricing, and messaging
- Understand the landscape
- Threats
- Opportunities
- Benchmarks

Resources

Word Ferret – More Than Words
crunchbase
similarweb
statista
SEMRUSH

Draft Ideal Customer Profile (ICP) - Step 2 continued

Business sectors impacted with relevant challenges in your chosen market	
Company Profile	
Geography	
Regulatory & Compliance Landscape	
Risk Exposure/Industry Specific Risks	
Existing technology and solutions stacks	
Procurement & Vendor-Management Model	
Decision-Maker Titles	
Budget Authority	
Technology Adoption	
Key Pain Points	

Go to Market Strategy and Resources - Steps 4-6

4. Messaging

Taking into account all of the previous steps, build ICP specific messaging that matches various stages of the buyer journey

- Focus on governance, risk, and compliance (GRC)
- Use a professional copywriter and researcher (such as me!)
- If you must use LLMs (ChatGPT, etc), then ALWAYS fact check and never post without human editing and additions
- Professional copywriting and content creation
  - Written content (white papers, articles, blogs, etc)
  - Infographics and carousels
  - Videos
  - Webinars/podcasts
  - Presentations
  - Case studies
  - PR, playbooks, reports, etc.

Resources

Word Ferret — More Than Words

Professional copy
See my portfolio
(click here)

I also provide industry specific professional research and tools

5. Buyer journey/intent/ signals

- Note: This was shown in the ICP process on slide 2)

- Intent signals
  - News
  - Content downloads
  - Competitor research
  - Events/conferences
  - Funding
  - Hiring signals
  - New technology implementation
  - Social media and forum engagement
  - Specific web content consumption

I would feed theses signals into the system to trigger next steps, responses, and notifications.

Resources

Word Ferret — More Than Words

Leverage:
40 years sales
19 years marketing
19 partnerships
experience

Apollo

LeadSift

bombora

10times

Thunderbit

PhantomBuster

6. Channel activity

- Associations
- Blogs/articles
- Books/eBooks
- Conferences/speaking engagements
- Dynamic landing pages (including an ROI or fine calculator)
- Email
- Focus-groups
- Industry specific communities and groups
- Networking
- Phone
- Podcasts/webinars
- Referrals
- Social media (LinkedIn, BlueSky, etc)
- Specialist and vendor websites (partnering and collaboration)
- Steering Committees
- Video
- Website

Resources

Word Ferret — More Than Words

Leverage my services
See my
capabilities page
(click here)

Listen on Podcasts

Canva

Brevo

RIVERSIDE

Spotify

aircall

sendspark

And many more…

Go to Market Strategy and Resources - Steps 6-9

7. Sales strategy and execution

Further discussion is needed to cover:

- Strategy
- Implementation
- Execution

This step is an entire discipline in it's own right, so I will just state that the following areas would be taken into consideration:

- Close collaboration with marketing
- Taking a focused account based sales and marketing approach
- Strategic partnerships will scale growth faster
- Field sales and inside sales
- Sales support/enablement
- Structured sales methodologies

I have over 40-years of experience in sales, strategy, and execution in leadership, global enterprise account management, inside sales, field sales, and strategic partnerships.

If you use structured sales methodologies such as MEDDIC, SPIN, or others, I can integrate them seamlessly across marketing and sales.

Resources

Word Ferret
More Than Words

Leverage:
40 years sales
19 years marketing
19 partnerships
Experience

See my capabilities page (click here)

8. KPIs and OKRs

The multiple systems used in commercial operations will provide visibility and reporting to enable strategic decisions and shifts in execution.

9. Processes/Commercial Operations

Key challenges in small businesses are impact and scalability.

A solid, integrated commercial operations infrastructure is essential to empower marketing and sales to enable scalable and impactful growth far beyond the capabilities of manual processes..

I can implement these for you.

Resources

Word Ferret
More Than Words

Leverage
19 years commercial operations experience

salesforce
HubSpot
insightly
Apollo
Brevo
LinkedIn
similarweb
SEMRUSH
Thunderbit
n8n

And many more options…

RAY COLLIA

INDEPENDENT FRACTIONAL
GROWTH SPECIALIST

TRANSFORM YOUR BUSINESS

DECADES OF GLOBAL EXPERIENCE
40 YEARS SALES • 19 YEARS MARKETING • 19 YEARS PARTNERSHIPS
18 YEARS OPERATIONS • 6 YEARS PROFESSIONAL COPYWRITING

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