



Go-To-Market Strategy (GMS) Series

More Routes to Your Customers

Session III - Wrap-up & Overview

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What We Will Cover in Session III

- What are Go-to-Market (GTM) and Route-to-Customer (RTC) Strategies?
- What are their Value to My Business?
- Fundamental Requirements
- Route Options
- Analyze your Needs, Options, and Approach
- Q&A

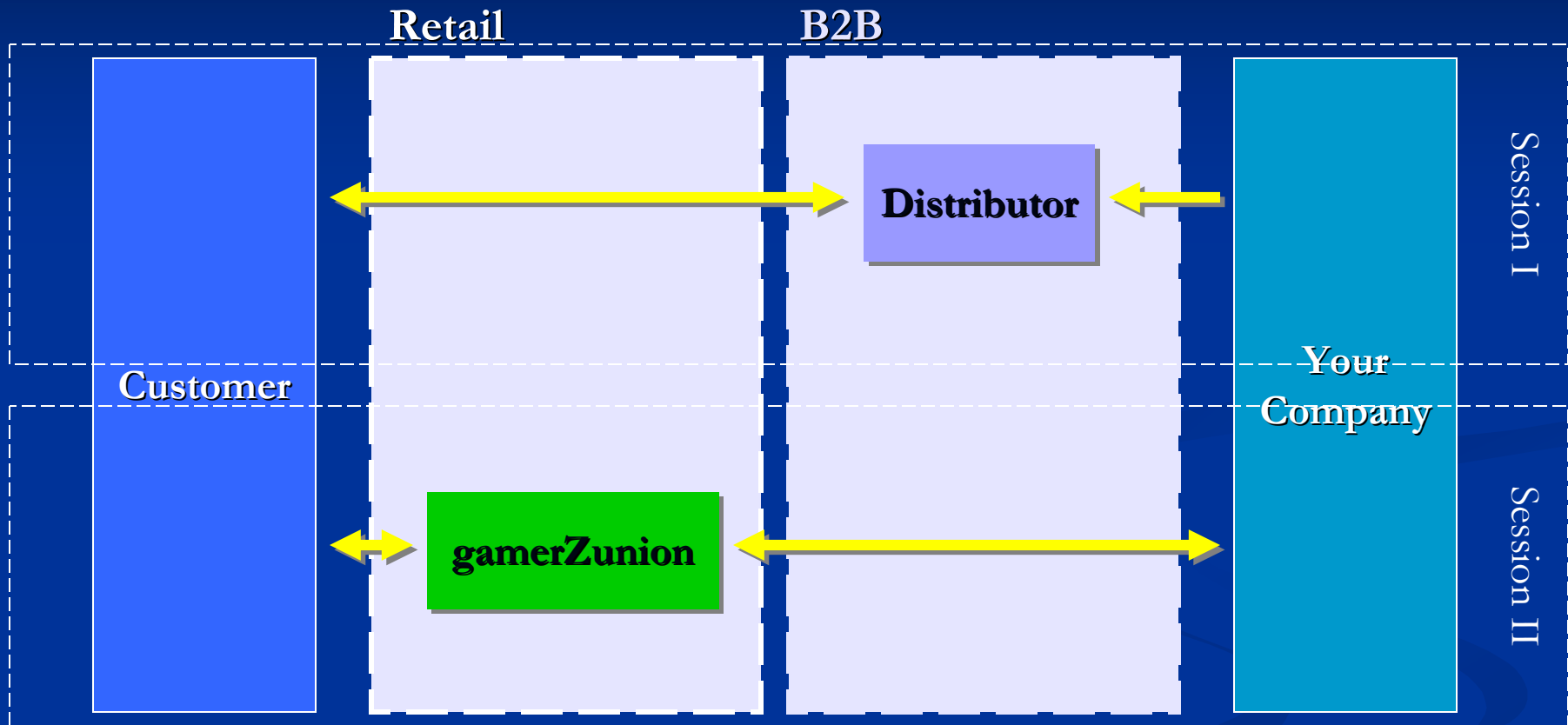
What are GTM and RTC Strategies?

- Go-to-Market Strategies define a holistic process of reaching your customers
- Route-to-Customer Strategies define the methods of reaching your customers with products, services and information

Our objective is to explore the methods and techniques of reaching your customers

*This is not an discussion of all Types and Methods -
Think and Be Creative*

What we know so far – Session I & II in the GTM Series



Using Distribution to reach your customers

Fundamental #1 – Know Your Customers

It is Important to Define What Motivates Your Customers to Buy:

- Where and How they Purchase
- Why they Will Buy Your Product
- How they decide what to purchase
- What they are willing to Pay
- What is their Value Proposition

Why is Knowing the Customer Important?

It will help you to define the best Route:

- Business-to-Consumer (B2C)
 - Retail Stores, Distribution, catalog, Shop Online, etc.
- Business-to-Business (B2B)
 - Direct sales force, Channel Sales, Distribution, eCommerce
- Others?

What are My Options

- ***Industry Distributors*** – Regional, national, and international territory; industry focused; low to moderate technical skills; B2B Customers; Physical Goods & some Services
- ***Wholesale House*** – Regional, national, and international territory; industry focused; no to low technical skills; B2C Customers; Physical Goods
- ***Manufacturer Representatives*** – Local & regional territory; market focused; no to low technical skills; B2C and B2B Customers; Sales Services
- ***Value Added Resellers (VAR)*** – Local & Regional territory; intermediate to high skills; Moderate to high market focus; B2B Customers; Physical/SW Goods & Services

More Options

- ***System Integrator (SI)*** – Local & Regional territory; high technology/industry focus; very high technical skills; B2B Customers; Physical & virtual Services
- ***Developer*** – Global Territory; technology focused; moderate to high technical skills; B2B Customers; Virtual Goods & Services
- ***Retail Distributor*** – Local & Regional Territory; low to moderate technical skills; B2C & B2B Customers; Physical Goods
- ***Direct*** – Targeted territory; high level of technical expertise; Targeted Customers; Employees and/or Web Site; Physical & virtual goods & services
- ***Company Web Site*** – Broad market reach, providing customers with Product Details, Company Information, Online Shopping, etc.

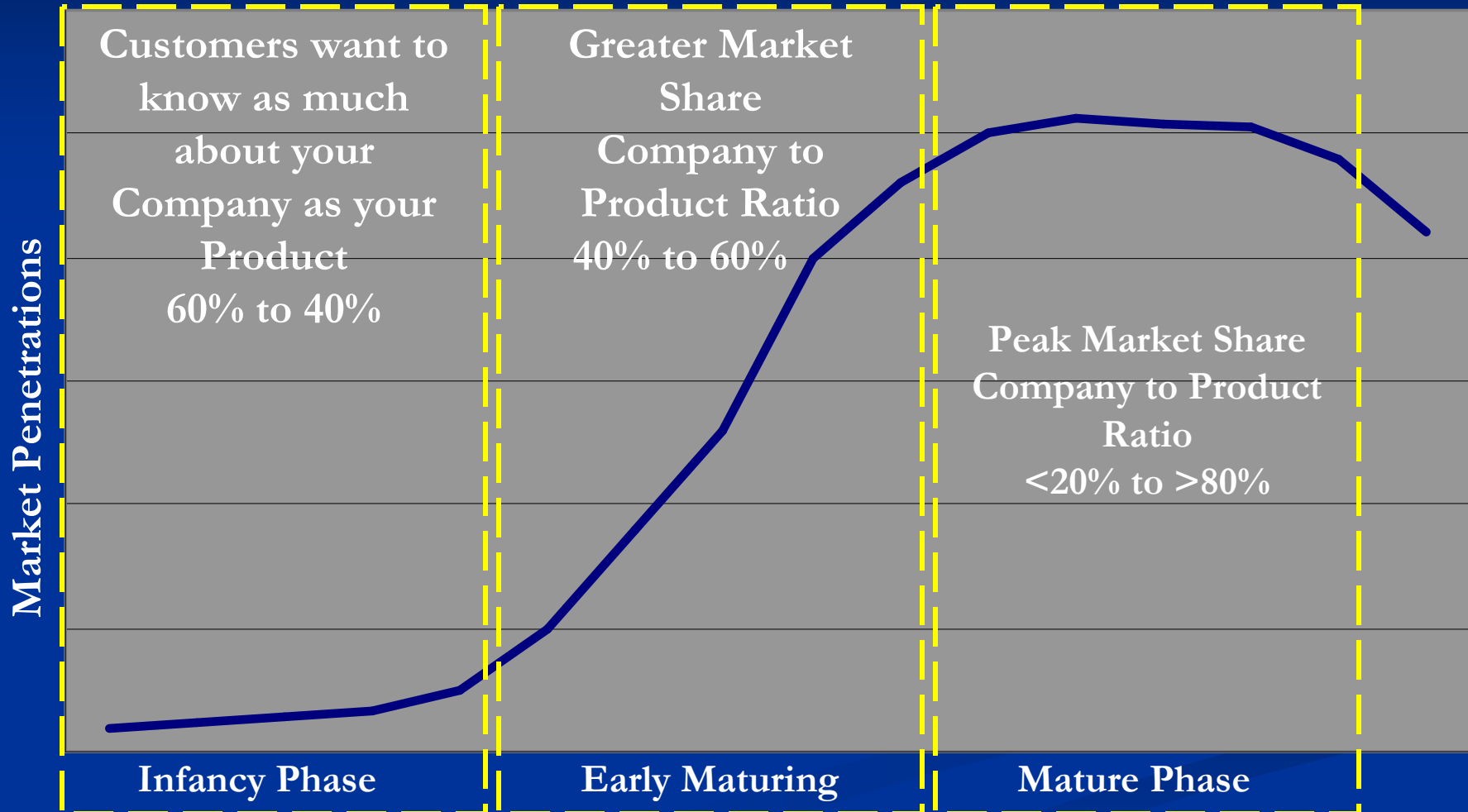
Your Strategy Should Be:

- Simple In the Beginning = Entrance
- Evolve to Complex = Growth
- Multiple Simultaneous Routes = Market Penetration

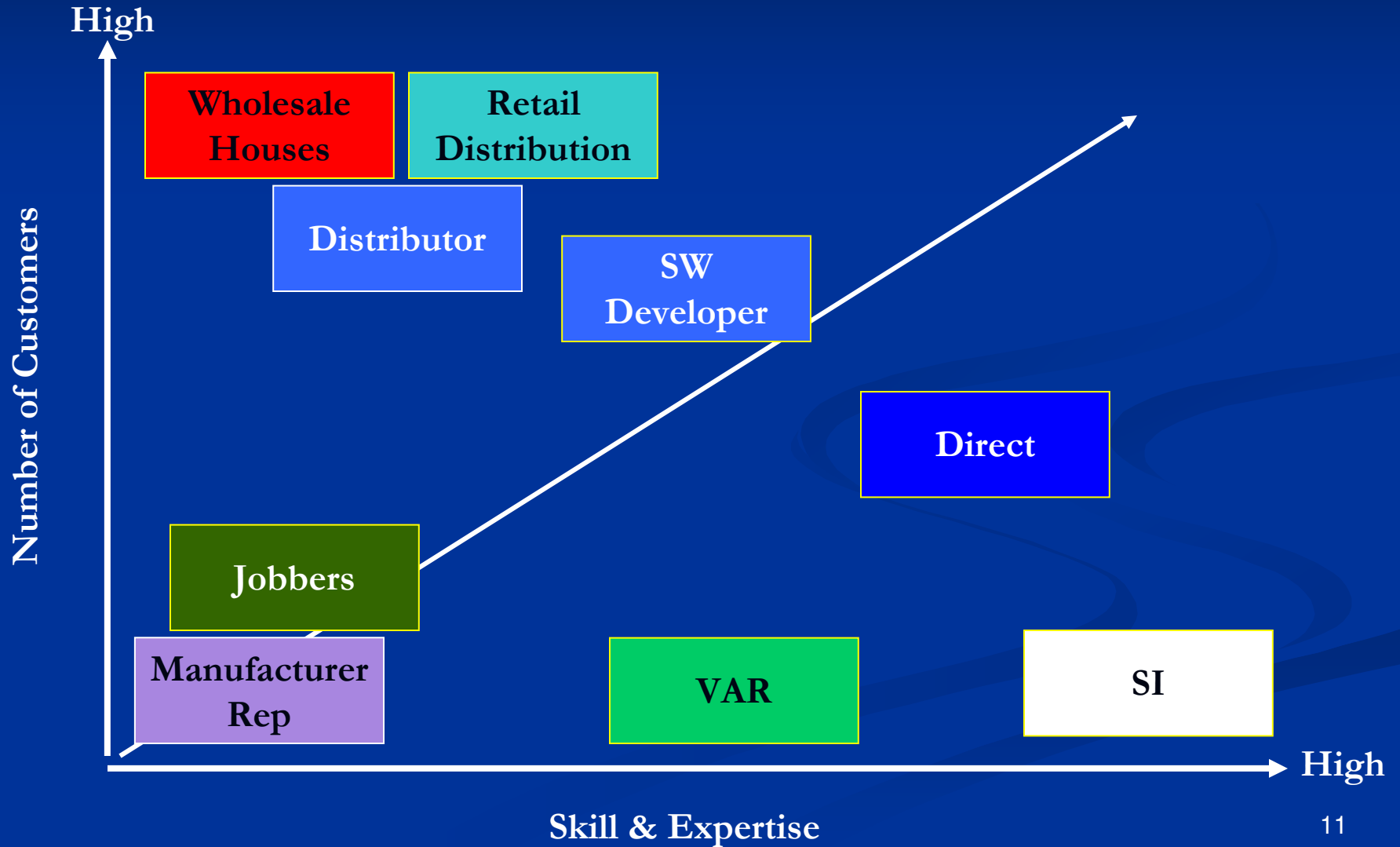
You have More Than One Customer

Your customers expect More Than the Product

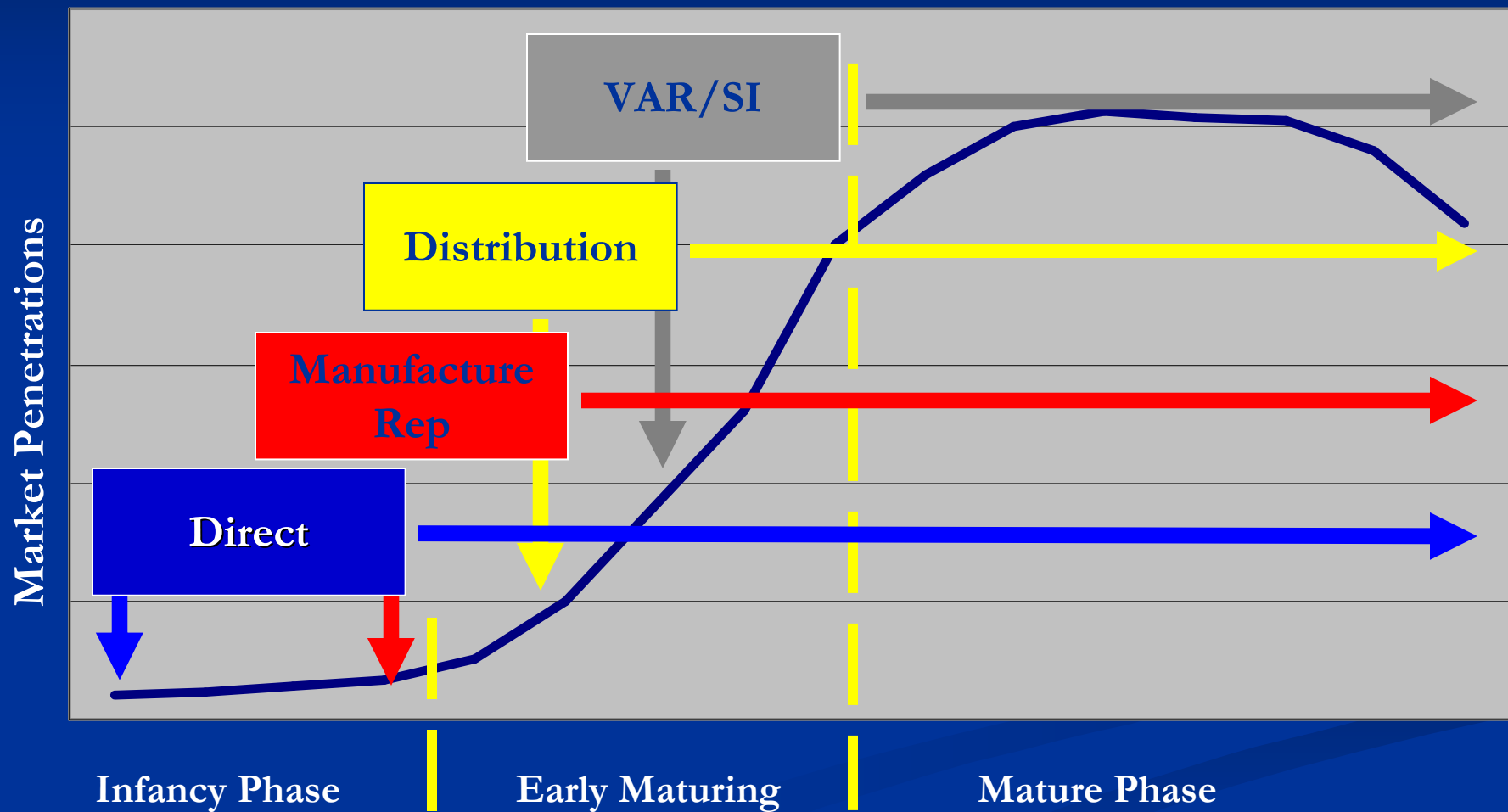
Market/ Customer Lifecycles



Analyze Your Options



Timing Your Strategy



Your Strategy Should be Dynamic

- Anticipate – Next Step, Market Entry Point, etc.
- Plan – Implementation, etc.
- Measure – Route Performance
- Allow it to Mature
- Evolve and Adjust Your Strategy to meet the requirements of:
 - Customer
 - Market
 - Region/Country

Thank You!

Q & A



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Backup Slides

Fundamental #2 – Know Your Customer's Purchase Cycle



Getting Closer to Your Customer

