

Ray Collia

Go to Market

Steps and Examples Resources/Technologies

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 the various technologies and services that can be used as part of a Go to Market (GtM) strategy 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.

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



2a. Ideal Customer Profile (ICP)

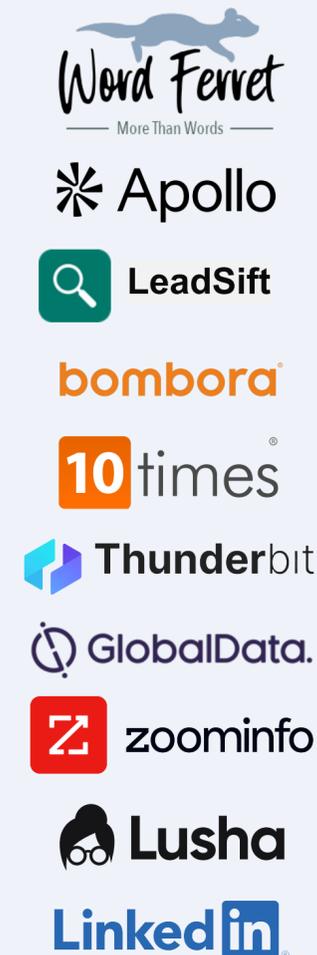
See 2b, 2c, and slides 3 and 4 for more

Please note that the resources are suggestions. They would be integrated and interoperate and be automated as

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

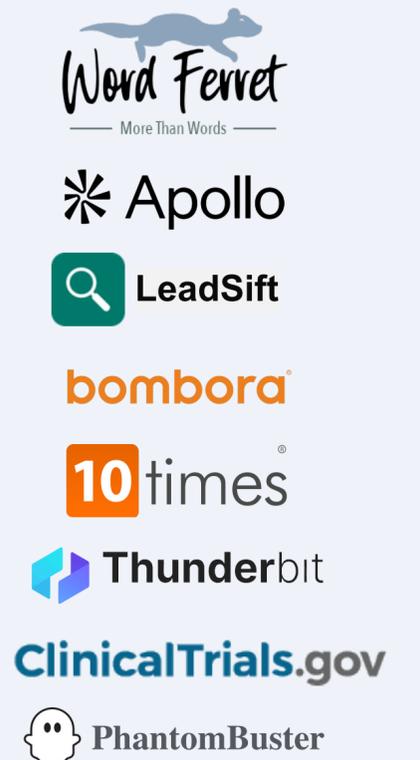
Resources



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

Resources



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

3. Competitor Landscape

(Deeper dive)

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

Resources



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	

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



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

Resources



Leverage:
40 years sales
19 years marketing
19 partnerships
experience



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



Leverage my services
See my capabilities page
(click here)



And many more...

7. Sales strategy and execution

Further discussion is needed to cover:

- Strategy
- Implementation
- Execution

Initially, the focus on four of the NIS2 sectors makes sense:

- Healthcare
- Manufacturing - Pharma
- Manufacturing - Medical Device
- Research - Clinical Trials

This section would be an entire document 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

Resources



Leverage:
40 years sales
19 years marketing
19 partnerships
Experience

See my capabilities page (click here)

7. KPIs and OKRs

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

7. 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.

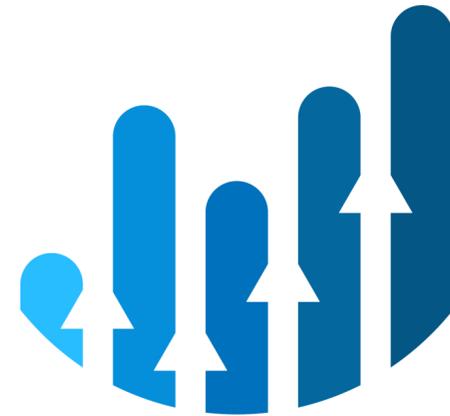
Resources



Leverage
18 years commercial operations experience



And many more options...



Ray Collia

SALES, MARKETING, PARTNERSHIPS, OPERATIONS, COMMUNICATIONS

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