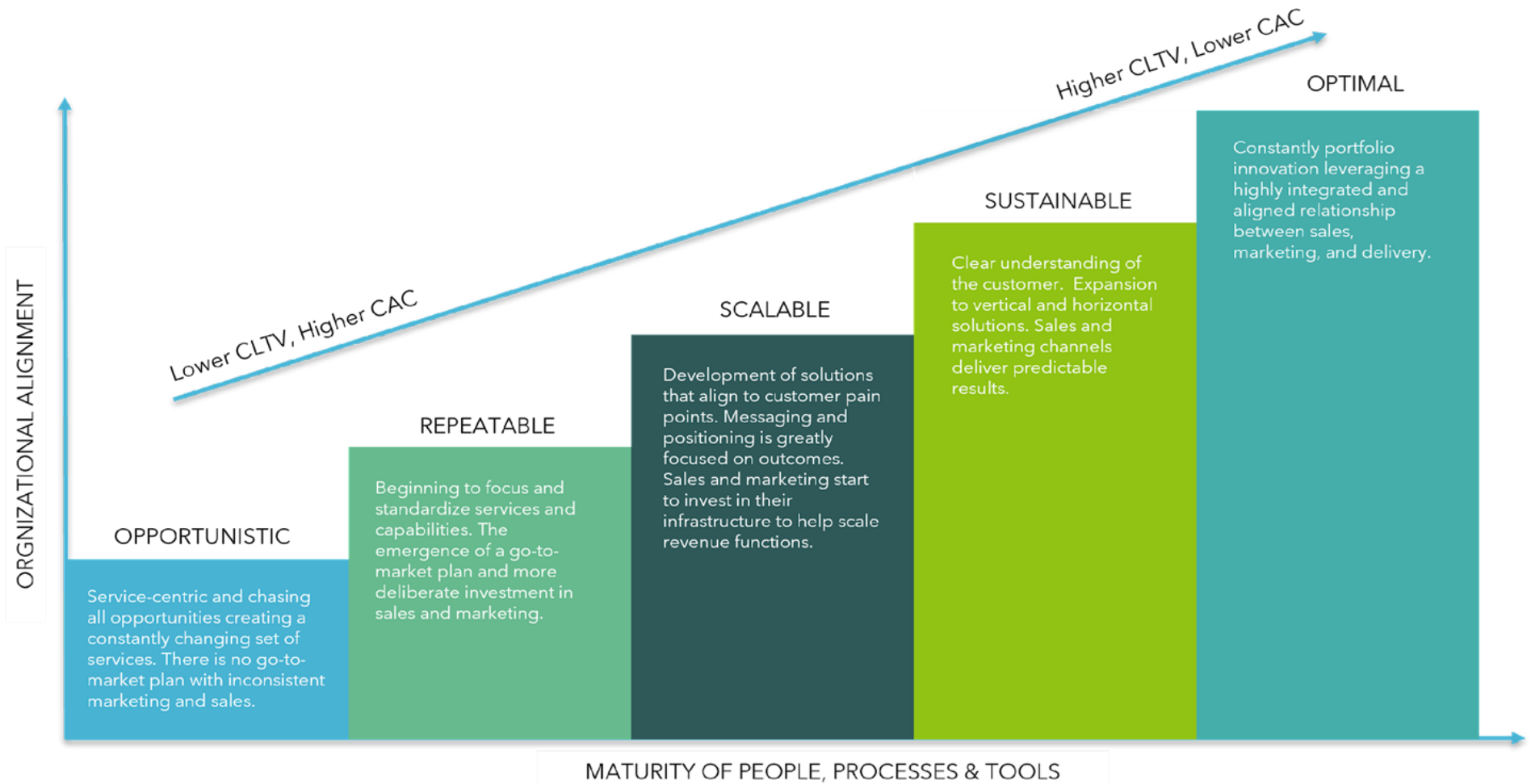


SERVICES GO-TO-MARKET MATURITY MODEL

This shows the typical stages an organization progresses through as it continues to mature. It will help you identify where you are and what's needed to get you to scale and sustainability. As an organization increases in its alignment, as well as its maturity of people, processes, and tools, it goes through five different stages: The Opportunistic Stage, the Repeatable Stage, the Scalable Stage, the Sustainable Stage, and the Optimal Stage. Why is this progression so important? It's because as you go from left to right, you increase the customer lifetime value and decrease your cost of customer acquisition.



IS YOUR ENTIRE GTM ENGINE MATURING AT THE SAME RATE?

Our model however breaks down the stages across sales, marketing, and delivery as it pertains to go-to-market, identifying not only your individual team maturities but showcasing them as parts of a greater go-to-market engine. We have found that when the three interdependent teams mature at different rates, it will negatively impact your organization’s ability to reach scale and sustainability. If not, let's chat to talk through how we can get your team realigned.

<p>Delivery</p> <ul style="list-style-type: none"> • Adhoc, one-off projects. • No defined solution sets. • Regular changing of service SKUs. 	<p>Delivery</p> <ul style="list-style-type: none"> • Standardization of services (service SKU catalogue). • Development of solutioning guide. • Start measuring customer satisfaction. 	<p>Offering Management</p> <ul style="list-style-type: none"> • Good awareness of client wants and needs. • Defined solutions. • Start developing solution roadmap. • High levels of customer satisfaction. 	<p>Portfolio Management</p> <ul style="list-style-type: none"> • Clear understanding of customer wants and needs put into action. • Certification of offerings. • Vertical and horizontal solutions. • Vertical client centers of excellence. 	<p>Portfolio Management</p> <ul style="list-style-type: none"> • Customer advisory boards. • Complete alignment between services, marketing, and sales. • Optimized feedback loops across all departments for continuous service refinement.
<p>Marketing</p> <ul style="list-style-type: none"> • No Go-to-Market plan. • Limited, random, and unmeasured use of marketing channels. • Generic. • Company/service-centric content. 	<p>Marketing</p> <ul style="list-style-type: none"> • Anecdotal understanding of market and competitors. • Started/partial buyer personas. • Leveraging one communication channel but limited tracking of results. • Developing positioning. • One-off thought leadership. 	<p>Marketing</p> <ul style="list-style-type: none"> • Outcome-based value proposition. • Solution-based campaigns. • Buyer persona solution mapping. • Consistent thought leadership. • Leveraging multiple communication channels. • Periodic efforts to assess market and competition. 	<p>Marketing</p> <ul style="list-style-type: none"> • Vertical and horizontal solution focused campaigns. • Vertical and horizontal thought leadership. • Communication channels deliver predictable results. • Regular assessment of market and competition. 	<p>Marketing</p> <ul style="list-style-type: none"> • Thought leadership. • Brand building and awareness. • Integrated sales, marketing and partnering programs. • Validated understanding of market and competition.
<p>Sales</p> <ul style="list-style-type: none"> • Focus is on new customers and reference building. • Processes not defined. • Sales collateral not shared. • No/minimal training. • Individual heroics & no consistent sales. 	<p>Sales</p> <ul style="list-style-type: none"> • Multiple sales models. • Start investing in sales training, CRM & sales methodology. • Start measuring sales effectiveness. • Sales enablement is partial. • Developing partner strategy. 	<p>Sales/Customer Success</p> <ul style="list-style-type: none"> • Standardized sales methodology. • Mapped sales process. • Solution based sales training. • Sales collateral with messaging customized for target audiences. • Developing route-to-market strategy. 	<p>Sales/Customer Success</p> <ul style="list-style-type: none"> • Strong customer reference programs. • Enabling and training partner/channel teams. • Competitive intelligence and experience is shared and harvested. • Training aligned with strategy and soft-skills. 	<p>Sales/Customer Success</p> <ul style="list-style-type: none"> • High quality references. • Customer experience is bespoke and journey mapped. • Sales enablement aligned with strategic objectives.
OPPORTUNISTIC	REPEATABLE	SCALABLE	SUSTAINABLE	OPTIMAL

Chasing all opportunities.

Focusing and documenting.

Investing in infrastructure.

Delivering predictable results.

Constant innovation.