



GO-TO-MARKET STRATEGY

Developing Market Pathways for Long-Term Share and Profitability

CLIENT NEED

A well-defined go to market strategy ensures that distribution channels are developed and managed to effectively and efficiently meet customer needs. We work with you to:

Evaluate competitive overlap or coverage gaps

Assess the impact of channel dynamics on your market strategy

Align your channel resources to capture market opportunity

Develop alternate routes to market and avoid potential channel conflict

Measure cost to serve and support based on customer need

Map distribution networks

CLIENT IMPACT

How to reach and serve customers while managing your resources is a delicate balancing act. We can help define routes to market, where value is created and what it takes to deliver against the customer need.

TYPICAL PROGRAM ELEMENTS INCLUDE:

Category Management

Channel Mix & Effectiveness

Unique Selling Proposition

Share of Wallet Strategies

Resource Deployment



CONTACT PRINCIPIA TO GUIDE YOUR CHANNEL DIRECTION AND APPROACH

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