



# Go-to-Market Planning

Egress' Go-to-Market Planning Service employs a proven framework. The service helps organizations improve their go-to-market agility and to drive product adoption, sales velocity and product revenue growth.

We assess your current state; evaluating market segments, product completeness and channel readiness compared with best practices.

Our hands-on support gives your team improved visibility into target markets, competitive landscape and leading indicators. We look for opportunities to increase the Go-to-Market" cadence and take advantage of quick wins. We transfer a repeatable process and tools that support more predictable outcomes for go-to-market and launch activities.

## Key Benefits

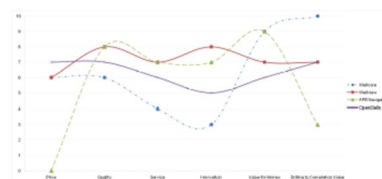
- Better overall go-to-market techniques.
- Increase team agility to better synch with iterative release cycles.
- Accelerate product adoption opportunities in key segments.
- Improve competitive positioning though market perception and win-loss information.
- Increase velocity through better sales enablement.
- Gain speed to market from enhanced go-to-market alignment and execution.
- Identify go-to-market indicators that lead to tangible business results

## Service Deliverables

While specific objectives and deliverables will vary for each engagement, here are examples from prior projects:

- Go-to-market business assessment.
- Market segmentation review
- Quick competitive review
- Key go-to-market indicators and metrics
- Implementation guidance
- Go-to-market tools and templates
- Findings and recommendations.

## Competitive Landscape



## Buying Criteria

Competitors	Market Segment Key Buying Criteria					
	Price	Quality	Service	Innovation	Value for Money	Buying to Conversion Cycle
MyVoice	4	5	4	3	9	10
MyVoice	5	5	7	8	7	7
MyVoice	5	5	7	7	9	3
MyVoice	7	7	6	5	6	7

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