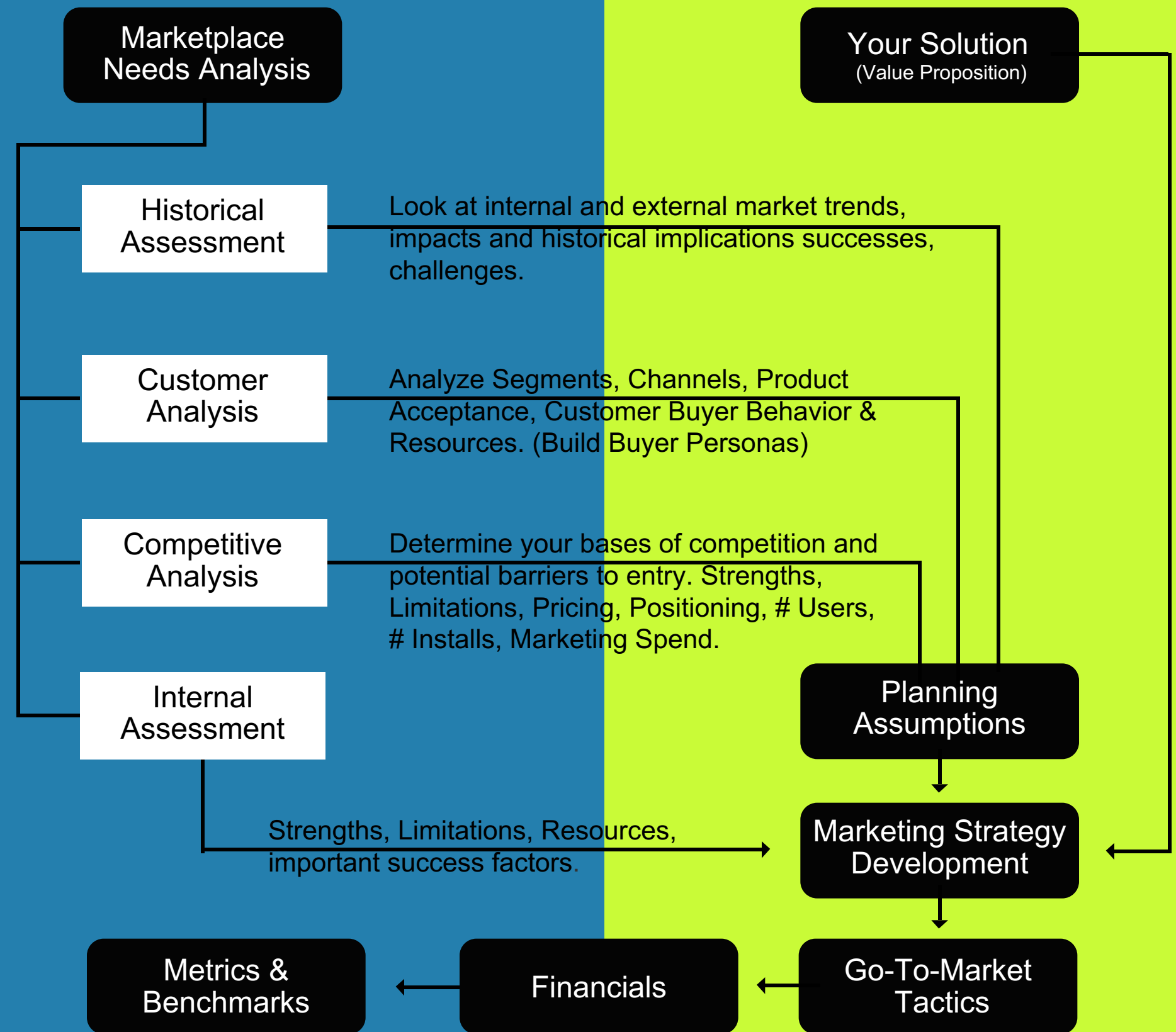


# Go-To-Market

## IMPORTANT CONSIDERATIONS FOR YOUR PLANNING

### Product Market Entry Research • Analyze • Draw Conclusions

### Go-To-Market Review • Formulate • Execute



**Developing Your Go-To-Market- Strategy**  
 Whether for a new product introduction or value-added product enhancement, the steps are the same . . . determine the feasibility of the market opportunity, identify your short-term and long-term targets for marketplace penetration, dig for and develop keen insights into the decision-making/buying life cycle and learn the buying behavior and characteristics of the decision-makers/influencers who'll have life or death power over the sale.