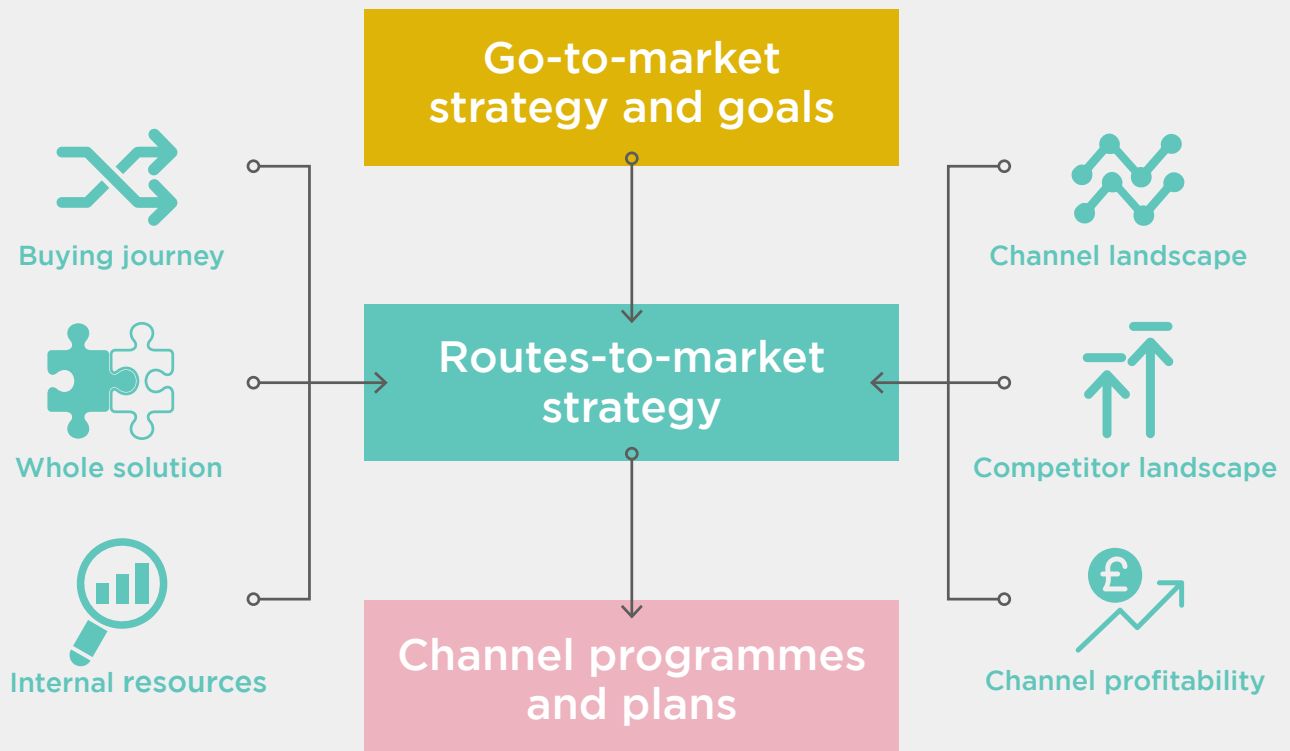


# Routes-to-market Implementation Checklist

**Any business that wants to maximise its growth potential should be regularly reviewing and refreshing its routes-to-market strategy.**

To ensure that you're evolving a routes-to-market strategy which is fit-for-purpose for tomorrow's market, rather than one that worked yesterday, it's important that you're considering a full range of factors.

## Framework



Here's a checklist of questions to consider when trying to formulate your routes-to-market strategy:

## Go-to-market strategy and goals

- Do you have clarity over your top-level go-to-market goals (e.g. increase market share, maximise profitability)?
- Are you clear on what segments of the market you want to target?
- Have you identified the key characteristics of a good prospective customer?
- Do you understand what role you want channel partners to play as part of your overall go-to-market model (e.g. demand generation, sales, fulfilment)?

## Routes-to-market strategy

### Buying journey

- Have you identified the typical triggers for a customer purchasing the type of solution you provide?
- Do you understand the typical buying journey of a prospective customer and who the key influencers and decision-makers are?
- Do you understand what information sources a customer will use and which third parties influence them during their buying journey?
- Have you identified the other purchase decisions that your sale could be linked to or influenced by?

### Whole solution

- Do you understand what other elements are required to provide a complete solution to the customer need you are seeking to address?
- Have you mapped the eco-system of complementary providers that help to deliver the complete solution to a customer?
- Have you identified which of these could have the access, capabilities and motivation to be good channel partners for your offering?
- Do you understand how customers typically want to purchase and consume the type of solution you provide, and how this is changing in light of broader market trends?

### Internal resources

- Do you understand the gaps in your own capabilities that partners could help to address?
- What are the distinctive skills, resources or capabilities that could enable you to fill a gap in someone else's offering?
- Have you identified internal skills, knowledge and resources that can help you recruit, onboard, enable and engage channel partners?
- Do you understand where you have gaps that will prevent you building a successful channel?

### Channel landscape

- Do you understand how the channel landscape in your particular sector of the market is changing in response to broader market trends?
- Have you identified who are the main channel players focused on your category and target segments?

- Have you identified the businesses active in adjacent categories that may be looking at growth opportunities in your category?
- Have you identified which channel business models are showing growth and which are in decline?
- Do you understand how your existing channel partners are evolving their strategies and capabilities?



### Competitor landscape

- Do you understand the routes-to-market strategies of your main competitors and how successful they are being?
- Have you identified which routes-to-market your competitors are investing most heavily in?
- Have you identified which of your competitors' channel partners you could potentially target with an alternative proposition?
- Are you monitoring how your competitors are developing their channel programmes to reflect the changing needs of channel partners?



### Channel profitability

- Do you understand the relative profitability of your different routes to market (current and potential)?
- How does your 'cost to serve' vary across different channel segments?
- Have you explored opportunities to boost profitability by adapting your channel mix, changing your commercial model or automating aspects of your support model?

For more help and advice about using the OneGTM routes-to-market framework, or to learn more about go-to-market enablement services from OneGTM, [please get in touch >](#)

## About OneGTM

OneGTM specialises in helping clients in the technology and telecoms sectors to create and execute go-to-market programmes that deliver profitable growth. Our services range from market research and strategic planning, through to channel enablement and demand generation.

We have extensive senior-level channel experience within the team so we understand what it takes to build a successful partnering capability. We have delivered successful results for a wide variety of clients, including the likes of Symantec, Cable & Wireless, Experian, Vodafone, Sanyo and AboveNet.

Our go-to-market services enable B2B technology companies to deliver integrated channel development and marketing programmes that drive results and deliver effective ROI. If you know your channel strategy cannot wait, get in touch with OneGTM today, call **0203 693 1211**, email [info@onegtm.com](mailto:info@onegtm.com) or visit our website [onegtm.com](http://onegtm.com).