



GTM Strategy Diligence: Adopt Audit Calendaring Approach

Let's be honest. It is not realistic to tackle your annual go-to-market (GTM) strategy diligence all at once. A better approach is to align key elements of this assessment with the natural cadence of your business. Consider adopting the discipline of calendaring a component of your GTM strategy audit every two months throughout the year.

With a profitable growth goal in mind, what does GTM strategy diligence entail and when is the best time to focus on each topic?



1. Update market model/share position (Jan/Feb)
2. Assess market coverage to identify gaps (Mar/Apr)
3. Appraise channel programs and pricing (May/Jun)
4. Examine significant market changes (Jul/Aug)
5. Update strategy pillars (Sep/Oct)
6. Review the "big questions" (Nov/Dec)

1. Update market model/share position (January/February)



Why? Create context and identify shifts. At the start of the year, understand where your company has gained ground, where competitors have made inroads...and why
How? Update the market sizing model. Analyze quarterly/annual industry data from the prior year to document trends. Map your company's sales and activity data to key segments (e.g., geography, customer type, channel type)

2. Assess market coverage to identify gaps (March/April)



Why? After new products/programs have been rolled out, look at where your company doesn't have the opportunity to win because it lacks channel coverage or effective marketing programs. Consider whether new channel models are emerging
How? Focus on sizable market opportunities that the company did not win last year. Distinguish between low "presence to the sale" and poor "hit rate" drivers

3. Appraise channel programs and pricing (May/June)



Why? Channel programs/pricing should be reevaluated to ensure partners are aligned with your company's growth goals and rewarded for brand advocacy. This work needs to be done in Q2 to be ready to roll out new programs next year
How? Assess your philosophy/structure against ["Best in Class"](#) Channel Program Design

GTM Strategy Audit Calendar (cont'd)

4. Examine significant market changes (July/August)

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Why? Major government policy and business environment changes occur each year—but their impact is often not clear. Changes in customer behavior may suggest a new approach to segmentation. Ahead of the annual strategy planning cycle, take stock of significant market changes that need to be addressed in your GTM strategy

How? Identify trusted sources for data, analysis and insights in key areas of change

5. Update strategy pillars (September/October)

Five

Why? An outcome of your company's strategic planning process should be a crisp statement of strategies that are key to achieving the company's profitable growth objectives

How? Use [strategy pillars framework](#) to facilitate cross-company communication

6. Review the “big questions” (November/December)

Six

Why? Your senior team should spend time evaluating existential threats (or opportunities) facing the company—debating what actions the company should take

How? Capture the “big questions” in strategic planning. Make this topic an ongoing priority for leadership team discussions

Preserving the effectiveness of your GTM strategy requires disciplined evaluation of what's working and what's not, as well as updated context of the market environment your company operates in. Experienced business leaders know this—but they may not be using a calendaring approach that ensures the audit components will be tackled when it makes sense throughout the year.

There is no time like the present to begin the GTM strategy audit—starting with an update to your market sizing model. If you need expertise to lead this work or experienced resources to accelerate the process, let's talk.

Please reach out to Carl Cullotta at cpc@lynncullotta.com or 224.239.2525 to schedule a time to connect. We look forward to hearing from you.