Go-To-Market Strategy
MKTG 579

A Go-To-Market strategy is the overarching plan to take a product or service to market in a way that best addresses the needs of customers. An effective Go-To-Market Strategy requires an organization to first solidify its core mission, values, differentiated value proposition, ideal customer profile, and ideal seller profile. The Go-To-Market strategy will arm the company with a competitive advantage impacting how the team reaches and interacts with prospects and customers.

Marketing 579 is a general business course. The class will provide practical applications and knowledge relevant for companies of all sizes or verticals. Each person in a company, whether in Sales, Marketing, Product, or Operations should have a comprehensive understanding of the Go-To-Market strategy.

**What?**
- Mission/Vision
- Values
- Company Story
- Value Proposition
- Customer Profile
- Seller Profile
- Sales Operations

**Who?**
General managers, entrepreneurs, founders, and those interested in a career in Sales, Marketing, Product, or Operations.

**Why?**
Successful companies must have an integrated, thoughtful, and focused Go-To-Market strategy to target and serve customers and to best align Marketing, Sales, and Product.

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