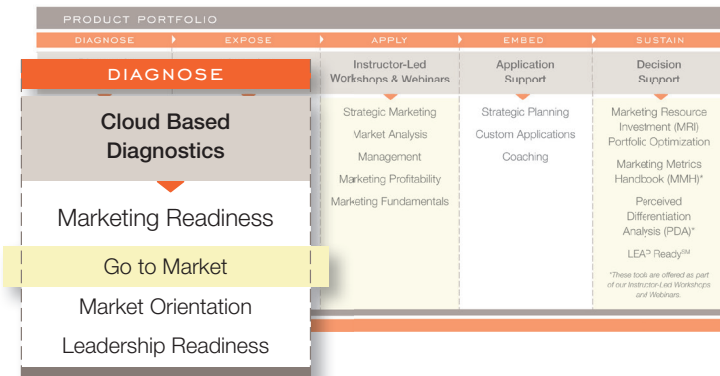


# GO TO MARKET DIAGNOSTIC

THE NEXT GENERATION IN SALES ENABLEMENT DIAGNOSTIC ASSESSMENTS

▶ **“The delivery of the right information to the right person at the right time in the right format and in the right place to assist in moving a specific sales opportunity forward.”** *International Data Corporation (IDC)*



## OBJECTIVE

To provide marketing organizations the ability to rapidly identify, validate and address the effectiveness of marketing content within each step of the sales process in order to improve execution and performance.

## RECOMMENDED USERS

- Marketing Category/Segment Teams
- Business Intelligence/Analysis
- Marketing Communications
- Marketing Operations

## ▶ Why assess with the GTM Diagnostic?

**1. Flexible input.** The assessment is tailored to reflect:

- Sales roles and processes
- Scope and territory
- Sales enablement dimensions (8 elements)
- Specific products or services
- Targeted channels, markets and/or countries

**2. Focused output.** Marketing organizations can apply specific diagnostic data to better:

- Identify strong and weak areas of marketing content utilization
- Identify specific aspects of the sales process (Awareness, Consideration, Trial, Utilization and Loyalty) and the degree to which marketing effectively and efficiently provides support
- Improve the interface with sales organizations

## ▶ DESCRIPTION

The GTM Diagnostic is a state-of-the-art Cloud-based assessment designed for sales personnel to provide rapid feedback on the utility of marketing materials they are provided. The assessment generates metrics that report on 3 sales enablement categories and 8 related “sales enablement” dimensions:

### UTILIZATION

- 1. Frequency:** How often is the marketing content deployed?
- 2. Accessibility:** How readily available is it?

### EFFECTIVENESS

- 3. Message Context:** Are the messages appropriate?
- 4. Evidence of Value:** How relevant is it?
- 5. Customer Pain Points:** Is the focus where it needs to be?

### QUALITY

- 6. Tools Provided:** Are they easy to use and compelling?
- 7. Integration:** Are the tools part of a cohesive and targeted approach?
- 8. Value Proposition:** Do the tools facilitate the communication of the whole company’s unique value?



## DELIVERABLES

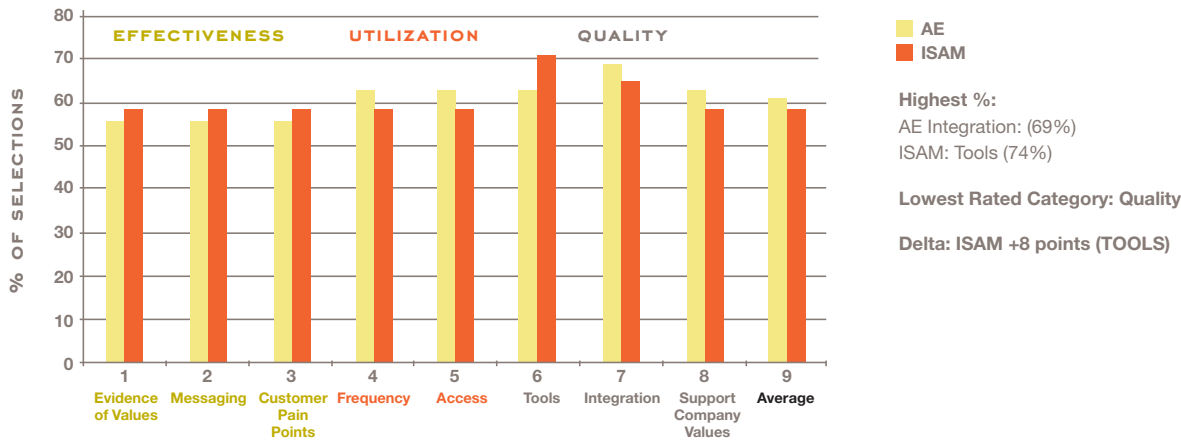
- A 'Go to Market' Readiness Score Card that both summarizes and highlights areas showing meaningful gaps and strengths in marketing content generated to support the sales process.
- A closed loop assessment of the marketing and sales interface.
- An integrated perspective to target and prioritize marketing skill areas requiring improvement.
- Identification of gaps and best demonstrated practice levels of sales enablement performance and metrics.
- A consistent set of sales enablement metrics to establish targets and measure and monitor marketing program content usage and effectiveness.

## 3 Levels of Performance Rating for each Dimension

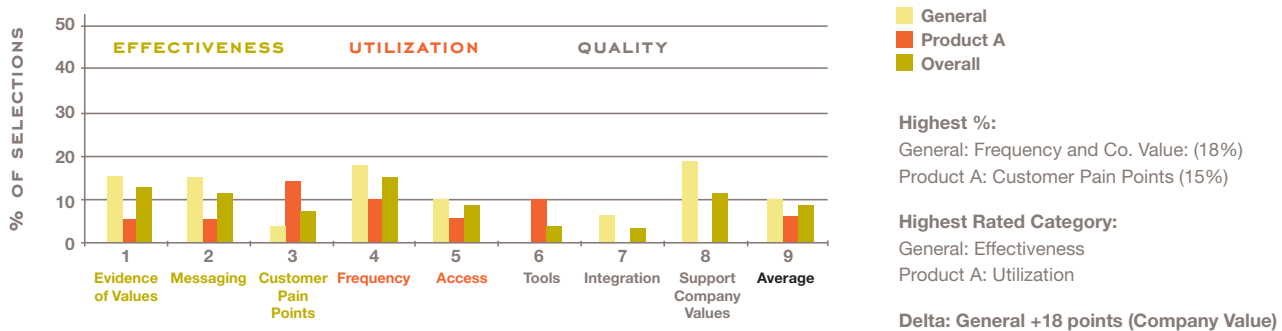
<b>WEAK</b>	<ul style="list-style-type: none"> <li>• The least desirable level</li> <li>• This level represents the 'worst case' performance status for a sales enablement dimension</li> </ul>
<b>MIXED</b>	<ul style="list-style-type: none"> <li>• The 'middle' level of performance</li> <li>• This level suggests that there are 'some' sales enablement elements which are strong but others that remain weak</li> </ul>
<b>STRONG</b>	<ul style="list-style-type: none"> <li>• The 'best practice' level of performance</li> <li>• This level is the target level of sales enablement performance and represents an area of sales enablement strength</li> </ul>

### Dimension Selection Level I **WEAK**

On average 60% of the selections fell in the 'weak' level of rating



### Dimension Selection Level III **STRONG**



For more information about readiness assessments and the importance of alignment between learning solutions and critical business capabilities, contact us at [info@imprintlearn.com](mailto:info@imprintlearn.com).