

Storming the Castle

Developing a Go-to-Market Strategy That
Enthralls, Intoxicates and Drives Growth

Steve Mann

steve@ablebrains.com



Chapter I. Do you really have to storm the castle to win?



Many organizations think of markets as castles -- surrounded by difficult to cross moats, filled with **hostiles**, their customers and prospects and all resulting in a lot of casualties when these organizations try to storm that market castle!

STOP!

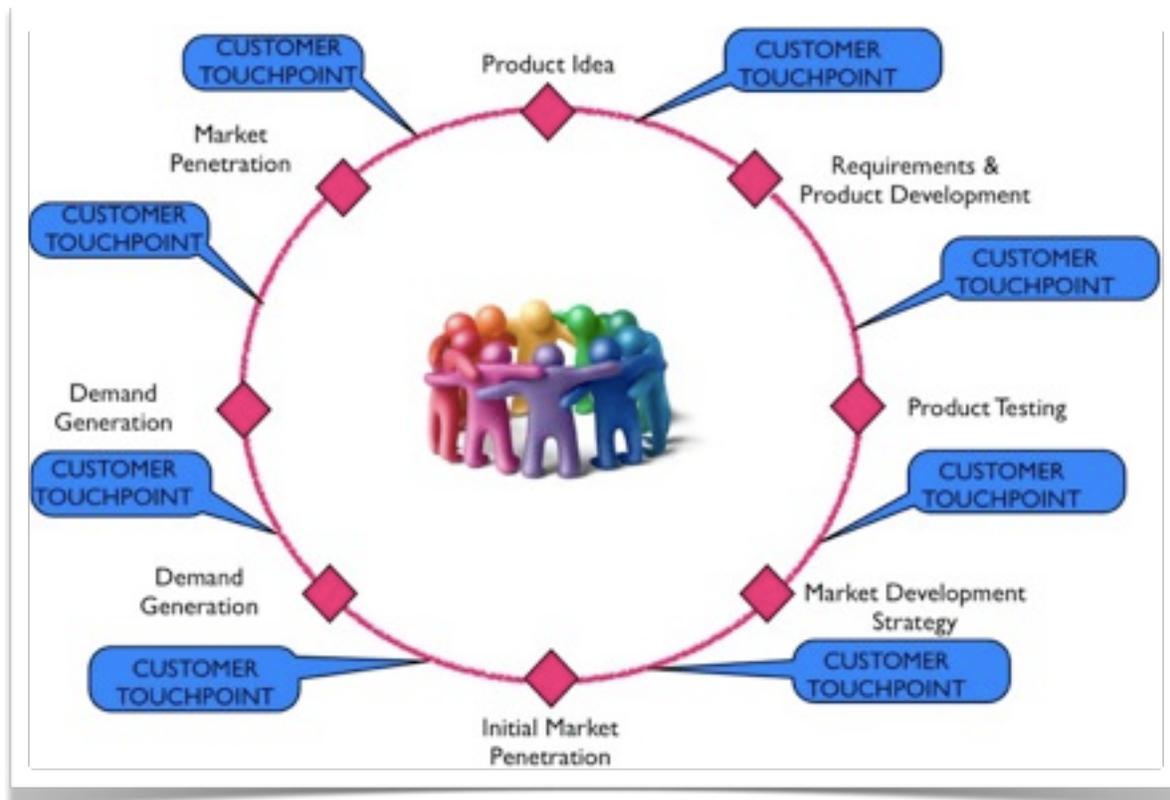
There are better ways to infiltrate and ultimately capture a market castle than to take it by force. After all, with force there are always casualties -- revenues, market share, brand perception, customer experience. Try negotiating the gates of the castle down. Then bring valuable wares to the market gates, get the current castle occupants to lower its gates to allow you to pass freely inside. You must negotiate a long standing treaty, develop allies and partnerships within the castle, sell the finest wares in the castle's market place and eventually be voted king of the realm by making yourself indispensable to that castle and all its surveys.

Am I stretching the metaphor? I think not young squire.

To succeed in capturing a castle these days, doesn't take warfare, it takes the ability to convert those living in that castle to citizens of your brand. It's about turning them into rabid evangelists for your products and services with a compelling Go-to-market strategy that puts them in control NOT you.

Wow. That's a different concept. Shall we explore that a bit? Yeah, let's do that.

Creating Brand Citizens begins NOT at the time you actually put a product in-market but well before then. At the time you are CONSIDERING putting a given product in market is the time to be actively engaging with your customers. The flowchart for creating Brand Citizens of the Realm isn't a flow chart at all, but a recurring cycle of interactions.



Notice that every single step in crafting a GTM strategy requires significant interaction with customers. Does your organization do that? Do they put the customer at the center of everything it does? All activities? All strategies? All execution plans? If so then **bravo** for you and your organization. You can stop reading. If not, then read-on. This eBook discusses how to craft an engaging end to end GTM strategy that will enable you to **create and manage a market category** -- your own castle and all its surveys, while moving beyond the incrementalist approaches that most organizations suffer from today.

We will discuss in depth each customer touch point and how to create these capabilities in your own organization.

The pearls of wisdom we will be focusing on include:

- Voice of the Customer-driven Co-Innovation
- Customer Driven Requirements/Product Validation
- Alpha/Beta Testing
- Customer Driven Positioning & Messaging
- User Generated Reference & Social Content
- Co-Offer Development
- Products & Market Feedback
- Next-Generation Feedback

Next up?

Creating an Enthralling and Intoxicating GTM Strategy with
Customer Co-Innovation.

Or...

How I gave up Finger Painting and Decided to Develop a Category.

Please feel free to pass this ebook around. The more the merrier.

Follow me on Twitter: <http://www.twitter.com/stevemann>

My blog: <http://ablebrains.typepad.com>