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COURSE BROCHURE

Advanced Go-To-Market Strategy Training Course

22 February – 5 March 2027
Munich

Advanced Go-To-Market Strategy Training Course

Ref: 562_20762 **Date:** 22 February – 5 March 2027 **Location:** Munich **Fees:** 9500 GBP

Go-To-Market Strategy is a 2-week advanced training course for product marketers, sales and marketing leaders and launch managers, who build a go-to-market plan for a product or service launch. Launches now compete for crowded buying committees, shorter attention and tighter budgets, so the route from segment choice to first revenue decides whether a new offer earns its place. Jupiter Prime Training offers this course on go-to-market strategy for launch leaders.

Why Go-To-Market Strategy Matters Now

Three forces reshape how offers reach buyers. Buying groups have grown and research independently before speaking to a seller, so positioning must persuade people the launch team never meets. Subscription and usage pricing have changed how value is packaged and how revenue arrives. Sales, partner and self-serve channels now overlap, which forces a deliberate choice of sales motion for each segment. A launch that matches segment, message, price and channel gains early reference customers and a credible pipeline; one that does not burns budget on the wrong accounts. The course rests on the Ideal Customer Profile ICP, Jobs To Be Done JTBD, the Technology Adoption Life Cycle and value-based pricing.

Who Gains Most from Go-To-Market Strategy

- Leaders who own product positioning, messaging and launch narratives for new offers
- Heads of sales who decide coverage, sales motion and quota for new segments
- Marketing leaders responsible for demand creation, campaigns and pipeline targets at launch
- Launch and portfolio managers who coordinate readiness across product, sales, service and finance
- Partner and channel leaders who decide which resellers or alliances carry a new offer

Cross-functional launch squads gain most when their product, marketing and sales leads attend together and agree one segment, one message and one set of launch gates.

Go-To-Market Strategy Capabilities

Participants learn to turn a product or service idea into a sequenced route to revenue that each function can execute.

- Assess market segments by pain, reachability and willingness to pay — the leadership choice of beachhead segment
- Build an ideal customer profile and buyer personas from evidence — marketing and sales targeting
- Design a positioning statement and message house for each persona — campaign, content and sales conversations
- Specify pricing models, tiers and packaging — finance and product decisions on revenue and margin
- Align channel mix and sales motion with deal size and complexity — coverage and hiring choices
- Apply launch readiness gates and leading metrics — the go or delay decision before release

Key Go-To-Market Strategy Terms

- Ideal Customer Profile ICP — a description of the organisation type that gains most value from an offer and is most likely to buy and stay.
- Beachhead Segment — the first narrow market a launch targets to win references before expanding to adjacent segments.
- Positioning Statement — a short statement of who the offer serves, the problem it solves, its category and how it differs from alternatives.
- Sales Motion — the repeatable way an offer is sold, such as self-serve, inside sales, field sales or partner-led selling.
- Packaging — the grouping of features, services and usage limits into tiers that match different customer needs and budgets.
- Launch Readiness Gate — a checkpoint with agreed criteria that product, sales, marketing and service must meet before a launch proceeds.

Go-To-Market Strategy Day by Day

Day 1: The Launch Landscape

- Go-To-Market Archetypes — Choosing Between Product-Led, Sales-Led and Partner-Led Routes
- Launch Failure Patterns — Learning Why New Offers Stall After Release
- Buying Committee Mapping — Recognising Who Shapes Modern Purchase Decisions
- Technology Adoption Life Cycle — Matching Launch Tactics to Buyer Readiness
- Go-To-Market Charter — Agreeing Scope, Owners and Launch Ambition

Day 2: Market and Segment Selection

- Total, Serviceable and Obtainable Market Sizing — Framing Realistic Revenue Ceilings
- Segment Attractiveness Scoring — Ranking Segments by Pain, Access and Spend
- Beachhead Segment Choice — Concentrating Effort Where References Come Fastest
- Adjacent Segment Sequencing — Planning the Expansion Path After Early Wins
- Competitive Alternatives Scan — Including Spreadsheets, In-House Builds and Inaction

Day 3: Ideal Customer Profiles and Personas

- ICP Attribute Framework — Defining Firmographic, Technographic and Trigger Criteria
- Jobs To Be Done Interviews — Uncovering the Progress Buyers Are Seeking
- Buyer Persona Canvas — Separating Economic, Technical and User Buyers
- Win and Loss Evidence — Testing ICP Assumptions Against Real Deals
- Negative Persona Definition — Excluding Accounts That Drain Launch Resources

Day 4: Positioning and Messaging

- Positioning Statement Method — Stating Category, Audience and Point of Difference
- Value Proposition Canvas — Linking Features to Pains and Gains
- Message House — Structuring Pillars, Proof Points and Persona Variants
- Category Design Choices — Entering, Reframing or Creating a Market Category
- Message Testing Panels — Validating Claims With Target Buyers Before Release

Day 5: Pricing and Packaging

- Value-Based Pricing — Anchoring Price to Measurable Customer Outcomes
- Pricing Model Options — Weighing Subscription, Usage, Licence and Outcome Fees
- Good-Better-Best Tiering — Designing Packages for Distinct Buyer Needs
- Willingness-To-Pay Research — Using Van Westendorp and Conjoint Approaches
- Discount Governance Rules — Protecting Margin During Early Customer Deals

Day 6: Channel and Sales Motion Design

- Sales Motion Selection — Matching Self-Serve, Inside and Field Selling to Deal Size
- Channel Mix Model — Deciding Direct, Reseller, Marketplace and Alliance Roles
- Coverage and Capacity Model — Sizing Sellers, Partners and Territories for Launch
- Partner Enablement Kit — Equipping Resellers With Pitch, Pricing and Demos
- Channel Conflict Rules — Setting Deal Registration and Account Ownership

Day 7: Demand Creation and Pipeline

- Launch Campaign Architecture — Sequencing Awareness, Consideration and Conversion Activity
- Account-Based Marketing Tiers — Focusing Effort on Named High-Value Accounts
- Content Mapping by Buying Stage — Supporting Each Persona From Problem to Purchase
- Lead Qualification Criteria — Agreeing Handover Between Marketing and Sales
- Pipeline Coverage Model — Linking Campaign Volume to Revenue Targets

Day 8: Sales Readiness and Enablement

- Sales Playbook Design — Codifying Discovery, Demo and Objection Handling
- Battlecards — Equipping Sellers Against Named Competitive Alternatives
- Seller Certification Drills — Confirming Readiness Before Customer Conversations
- Early Adopter Cohort Design — Recruiting Design Partners and Reference Customers
- Customer Onboarding Path — Securing First Value and Renewal Intent

Day 9: Launch Readiness and Metrics

- Launch Readiness Gates — Setting Criteria for Go, Delay or Scale Decisions
- Leading and Lagging Launch Metrics — Tracking Pipeline, Win Rate and Activation
- Unit Economics Check — Testing Acquisition Cost Against Customer Lifetime Value
- Launch War Room Cadence — Running Daily Signals and Fast Corrections
- Post-Launch Review Method — Capturing Lessons for the Next Release

Day 10: Practising the Go-To-Market Plan

- Segment and ICP Brief — Applying Day 2 and Day 3 Scoring to a Live Offer
- Positioning and Pricing Summary — Combining the Message House With Package Design
- Channel and Motion Blueprint — Applying the Coverage Model to Launch Targets
- Readiness Gate Rehearsal — Testing the Launch Against Agreed Criteria
- Go-To-Market Plan — Presenting Segment, Message, Price, Channel and Metrics for Approval

Applying Go-To-Market Strategy After the Course

- Run a segment attractiveness scoring session with product and sales leads and confirm one beachhead segment and its ideal customer profile for the next launch.
- Draft a message house and good-better-best package for that segment and test both with five target buyers before campaign assets are built.

Go-To-Market Strategy Questions FAQ

What is go-to-market strategy and why does it matter now?

Go-to-market strategy is the plan for how a new offer reaches its chosen buyers, covering segment, positioning, pricing, channels and launch metrics. It matters now because larger buying groups, new pricing models and overlapping channels punish launches that leave these choices unconnected.

Which roles gain most from a go-to-market strategy course?

Product marketers, sales and marketing leaders and launch managers gain most. A software firm uses it to choose between self-serve and field selling for a new tier, and an industrial equipment maker uses it to launch a service contract through distributors.

How does a go-to-market strategy course differ from a marketing management course?

A go-to-market strategy course centres on one launch and connects segment, message, price, channel and readiness gates into a single plan. A marketing management course covers the wider marketing function, its planning cycle and its ongoing portfolio of brands and campaigns.

What do you bring back from a go-to-market strategy course?

You bring back a launch plan for a real product or service. It sets the beachhead segment and ideal customer profile, the positioning and package design, the channel and sales motion, and the gates and metrics that decide when to scale.

Go-To-Market Strategy: The Way Forward

The go-to-market plan first informs which segment receives launch investment and which sales motion serves it. Product, marketing, sales and finance leaders use it to agree targets, budgets and release gates. After the first quarter of selling, the pricing and packaging assumptions deserve a fresh look, since early win and loss evidence usually shows where value was priced too high or too low.