

Ten Steps to Transform the Process of Going to Market

Have you ever wondered what the expression 'GOING TO MARKET' really means? And whether you do or -don't – how well you are doing it? Hopefully this article will help. It has been designed for managers and business owners who want to understand the ways in which their companies can and should focus on improving the way they understand and manage the process by which they go to market. It offers a framework and tools for action around customers, market strategy and the implementation of strategic change. There are 10 key steps. I have listed these on a separate table to make the logic of the framework clearer. But please bear in mind, this agenda is continuous and controversial as it's not conventional 'marketing'. But it is the agenda that has made a difference in doing things better. So, let's get on with it ...

1. **First.** The fundamental issues of **customers and value**; I won't go into that here except to say that literature and efforts to achieve full value and service for customers is given lip service ONLY. Something we'll pick up next time probably.
2. **Second.** Concentrate on three major areas of concern in how we respond to customer demands for value: the impact of **electronic business**, the need for **totally integrated marketing not** 'marketing specialists' (and
3. the need for **creative strategising** instead of unimaginative 'me-too' responses to every problem and opportunity.
4. **Third.** Build on these foundational issues with a **strategic pathway** for a company to go to market – so working on the development of customer focus and market sensing capabilities, the key market choices that are made and how we define and segment markets around the things that matter to customers. Then develop a value proposition based on our market mission and our ability to differentiate against the competition based on our capabilities and key marketing assets like brands. Next we examine the key relationships with customers, staff, collaborators and competitors, which underpin our market strategy. And finally in this third step, we provide a framework for turning our strategising into a **plan**
5. **Fourth.** Turn the issues we face in driving market strategy through the corporate environment - the **gaps** emerging between our strategic intent and reality as market strategies are turned into marketing programmes; and the critical opportunities for managing key processes like planning and budgeting to build ownership and commitment market-led change instead of writing plans that change nothing
6. **Fifth.** Focus on building **implementation and internal marketing strategies** inside the organization to put our market strategy into effect in the customer marketplace

The 10 Steps Summarised!

1. **CUSTOMERS** - Think about how seriously you take your customers, and what will it take to do better to win real customer loyalty
2. **VALUE** - Put a handle on what the customer value revolution and the sophisticated customer mean to your business
3. **E-BUSINESS** - Build into your thinking what e-business means for your company and your competition now, and what it will mean in the future
4. **TOTALLY INTEGRATED MARKETING** - Get your mind around how your company is going to have to do to change its ways to cope with the future
5. **CREATIVITY AND STRATEGY** – Work out how to create a unique strategic position and how to get creativity into your company's strategising
6. **STRATEGIC PATHWAY** - Map out the key components of your market strategy as a pathway which everyone can understand
7. **PLAN** - Turn your strategy into a plan that makes sense to people in your company and makes a solid business case
8. **STRATEGIC GAPS** - Turn the strategy into a marketing programme and find the strategic gaps between what you are and what you need to be
9. **MANAGE THE KEY PROCESSES** - Work out how to fit your strategy into the key

planning and budgeting processes to get ownership and commitment

10. **IMPLEMENTATION STRATEGY** Lay out a realistic, credible and detailed implementation plan as the basis for strategic internal marketing

Why not check how well you are going to market with this 10 Step System. Remember if you have a question why not contact us on 01280 844966 and ask?

I hope these moves help. Try them. You will be delighted with the results.

Your feedback is invited. Question: What is your biggest planning challenge? Please note, while I can't promise a personal reply to each and every response, I will devote future issues to the most pressing subscriber concerns.

Best wishes,



Andrew Pearson MBA

andrew@uniquebusinessstrategies.co.uk

This is one of a series of articles published by UBS Unique Business Strategies.

If you want to read more on business strategy visit [Unique Business Strategies](#) and chose from a wide range of articles, white papers and books on for example Business Strategy, Marketing, Management and Operations

Popular reads include;

- [How to Create Breakthrough Strategies for Your Business](#)
- [Business Purpose](#)

The Strategist's Choice

- Competitive Strategy
- The Vital Importance of Creative Insight
- How to play the game
- How to Locate and Utilise Three Differentiating Capabilities

To find out more please write to
andrew@uniquebusinessstrategies.co.uk
or visit my web site and blog at
www.uniquebusinessstrategies.co.uk
