



Brands Drive Strategic Growth

## Sustena Accuiti™ // 8 Keys to Go-To-Market Success

Our Go-to-Market Diagnostic helps B2B companies evaluate their proficiency across 8 tenets of Brand, Sales, and Go-to-Market Execution.

Below we showcase **Best Practices**, **Common Challenges** and the **Business Impact** senior executives should consider when developing growth plans for their businesses.



# How can your Value Proposition affect your business?



## + Best Practices

A distinctive value proposition ensures the business has a clear and compelling story to tell. It speaks directly to clients' needs and grabs their attention in a concise way. It's what makes you stand out in a crowded market or provides a barrier to entry in a new or niche market.

## - Common Challenges

Symptoms of a poorly articulated value proposition include the hour-long elevator pitch, talking more about how your product, service, or solution works rather than why prospects should work with you over others. Most businesses have something unique to offer and are not communicating that value.

## ✓ Business Impact

is a fundamental problem. Your value proposition is a foundational building block for your business. It's essential to raise awareness, generate leads, and grow your business. If you can't tell a compelling story, prospects won't remember you or give you their time in the first place.

# How can your **Brand Consistency** affect your business?



## **+** Best Practices

Having a consistent brand means everyone is on the same page. Senior leaders know the story, sales has a compelling pitch no matter who's presenting, and marketing reinforces the same positioning and messaging. Receiving the same message at every touch point ensures your business will be better known and more competitive.

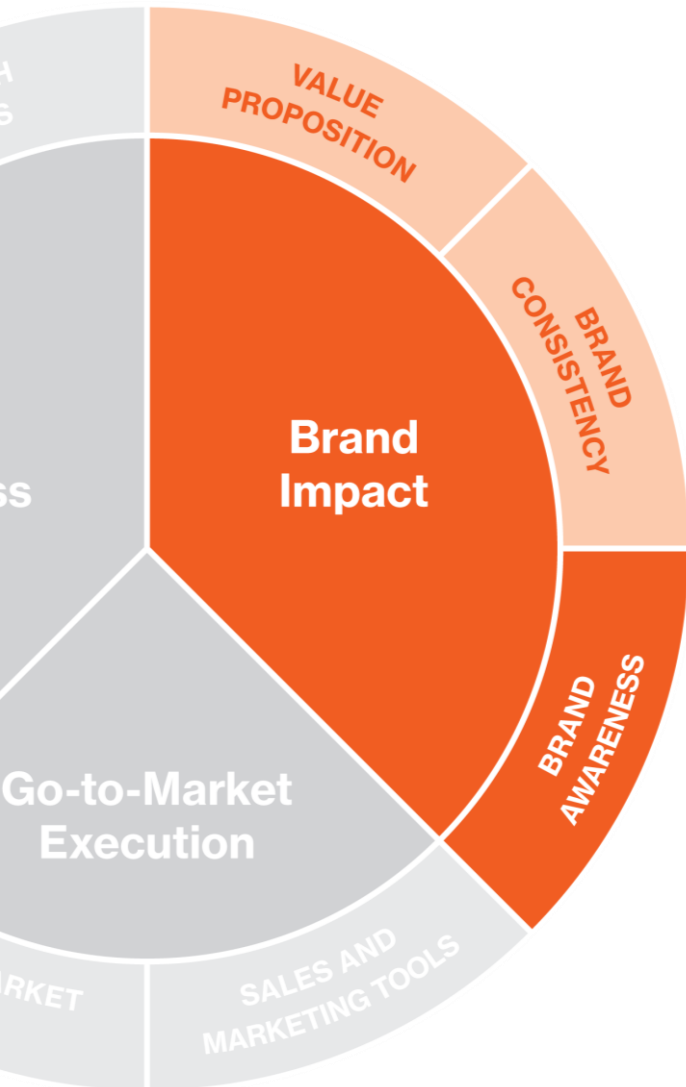
## **-** Common Challenges

Without brand consistency, you find maverick sales people each with their own pitch and self-made tools. Marketing operates in a silo without coordinating with sales. This results in disparate messaging that is misaligned with your capabilities and core value.

## **✓** Business Impact

Brand consistency stewards and promotes a business internally and externally. Familiarity breeds comfort and repetition builds awareness – so define and communicate the same story again and again to grow your organization.

# How can your Brand Awareness affect your business?



**+ Best Practices**

Brand awareness is fairly obvious – people know you. You’re recognized as a market leader, influencers recommend you, and you’re automatically included on “the short list”. Most importantly, you have a leg up in developing new business because your brand is known before a prospect calls or you arrive to meet them.

**– Common Challenges**

A lack of brand awareness is pretty straight forward – no one knows you. You struggle to find leads and convince them to take a chance on a company they’ve never heard of. More importantly, their colleagues, peers, and senior leaders have never heard of you, thus they have to go out on a limb to engage you.

**✓ Business Impact**

It’s a fairly simple equation: more awareness means more opportunities which results in more business.

# How can your **Growth Goals** affect your business?

## + **Best Practices**

Companies with realistic growth goals know their math. They can tell you their average deal size, conversion rates, and sales cycle time. They view marketing as the top end of the sales funnel and can accurately calculate the number of leads needed in the pipeline for Sales to convert into new business for strategic growth.

## - **Common Challenges**

Like the Cheshire Cat told Alice – if you don't know where you want to get to, then it doesn't matter which way you go. Undefined or unrealistic growth goals will almost always lead to undefined or unrealistic plans to achieve them. Accurately planning becomes impossible and has unpredictable results.

## ✓ **Business Impact**

Simple cause and effect: your marketing spend should be grounded in the number of new leads you'll need to feed sales to achieve your growth goals.



# How can your **Targets** affect your business?

## + **Best Practices**

A business that clearly defines the profile of an ideal target spends their time and money where it will be most effective. You pursue the leads that are most likely to be converted and quickly disqualify leads that aren't a good fit. Your marketing and sales efforts are focused, and you close deals efficiently.

## - **Common Challenges**

Often businesses without a clear idea of their ideal targets cast a wide net for new business but end up wasting time, effort, and money chasing leads that go nowhere. You try hard to pursue any opening, but the needs, timing, or decision makers don't align, so you come away empty handed.

## ✓ **Business Impact**

Work smarter, not harder. Speed up your average sales cycle time and conversion rate by focusing on the deals that are the best match for your business.



# How can your **Sales Approach** affect your business?



## Best Practices

If you have good sales processes in place, your leads are consistently followed up on in a systematic way. Everyone in sales, marketing and account management is clear on their role in helping to convert and maintain a new lead. Bottlenecks and common prospect objections are anticipated and proactively navigated to keep sales moving.



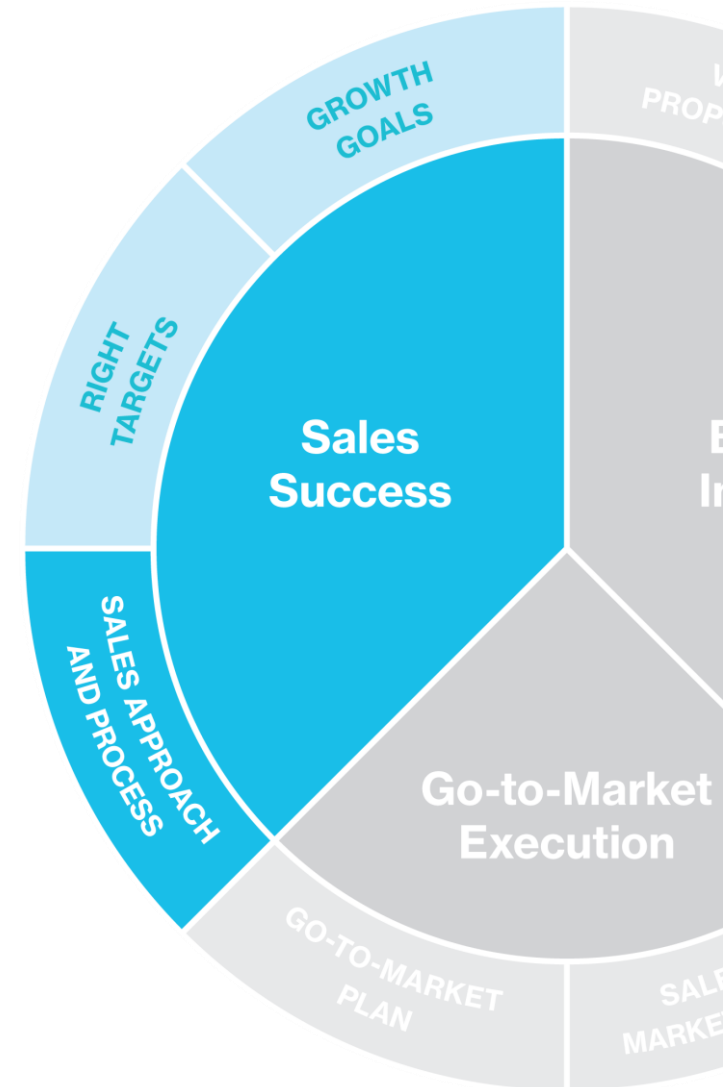
## Common Challenges

Without the proper processes in place, sales follow-up is typically ad hoc. Things slip through the cracks, there's confusion internally and externally, and bottlenecks drag on resulting in time killing deals. Even after closing a sale, poor handoffs to account management and/or operations can quickly result in lost clients.



## Business Impact

Always Be Closing. Coordinate all teams to nurture and convert leads quickly and efficiently, nurture your relationships and create a "long tail" for growth.



# How can your **Sales and Marketing Tools** affect your business?



## **+** Best Practices

Good sales/marketing tools are strategically aimed to engage audiences and generate new leads. Then they help you convert those leads into new clients. They are clear, compelling, and distinguish you from the competition. They are consistent, yet flexible enough to speak to the different needs of your audiences.

## **-** Common Challenges

Examples of poor sales/marketing tools include: the “Frankensteined” sales deck combining five distinct looks, the brochure disguised as a phone book to bury all valuable information, or content requiring an acronym/jargon dictionary. Tools like this do not inspire confidence in prospects but still sap your team’s time to maintain them.

## **✓** Business Impact

The right tools help you engage leads, convert sales, and maintain differentiation. Good templates keep you from wasting time reinventing the wheel.



# How can your **Go-to-Market Plan** affect your business?



## **+** Best Practices

A strategic go-to-market plan helps sales and marketing to find and convert qualified leads (based on your growth goals) and raise market awareness using established processes, tools, and a realistic budget. It should also include measuring and evaluating results to make continuous updates and improvements.

## **-** Common Challenges

When there's no clear plan, sales will do their own thing either as a group or as individuals. Marketing will likely create initiatives in a vacuum, and any progress they make will be difficult to quantify. Even when you sell new deals, using uncoordinated tactics it's hard to analyze or replicate your success, let alone scale for growth.

## **✓** Business Impact

A go-to-market plan helps all teams work in harmony, improving efficiency in terms of time, cost and conversion rates, while also providing a means of continuous improvement.



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## Measure Your Level of Go-to-Market Success

Take the diagnostic at [accuti.sustenagroup.com](https://accuti.sustenagroup.com).

