

Guide to Partnering with a Go-to-Market Service Provider



Introduction

In the intricate landscape of today's business world, understanding your go-to-market needs is just the start. This guide sheds light on the different types of go-to-market service providers and offers insights on how you form a productive partnership.

According to [consultancy.co.uk](https://www.consultancy.co.uk), the global consulting industry is worth over \$250 billion. This is set to continue to rise due to the increasing demand for strategic business support. Finding the right organisation or individual to work with is a very important decision. This guide has been developed to help you along the way.



Understanding Go-to-Market Consulting

What is it?

Go-to-market (GTM) consulting helps businesses optimize how they present products or services to the market, spanning strategies from audience targeting and technology to driving growth.

Why is it essential?

In this competitive era, a specific, yet flexible GTM strategy is pivotal. GTM specialists provide unique expertise and can step in to drive the necessary changes you need in your business to continue on the path to growth.



Differentiating Between GTM Service Providers



Consulting Firms

Teams dedicated to specific business challenges with a well-defined scope. These are typically long engagements that span from 4-5 months to 2+ years. These relationships are structured with key milestones, specific deliverables and often track against key performance indicators (KPIs). Pricing varies between monthly retainers, outcome based pricing, or simply an annual engagement fee.



Consultants

Individual professionals, often fractional, with a malleable scope. These individuals may come in to solve a particular problem for 3-12 months. They'll typically structure an engagement as 1 day per week and be fully available to you. In most cases they're an extension of the team and take on a full time role but in a part time capacity. The most common pricing here is a monthly retainer or hourly fee.



Advisors

These are typically individuals with extensive domain knowledge, networks or experience in a specific field. They help to inform your strategy and will help provide you with guidance or access based on your specific needs. Advisor agreements vary between paid, non paid, equity and non equity, informal and formal. It really depends on what you need at the time. These types of service providers are often the most hands off. You will rarely have day to day time with them and may have an arrangement of 1-2 hours together per month.

Deciding If a GTM Service Provider is Right for You

There are two main steps that we recommend that you take before embarking on a partnership with a GTM Service Provider.

1

Run an internal assessment on your GTM strategy to identify your strengths and weaknesses- you can do that by [clicking the link here](#). This assessment will help you create a detailed current state and provide you with a detailed report on some key actions that you can take to improve your GTM strategy.

2

Do a needs assessment to identify if and where you need the most support- you can do that by [clicking on the link here](#). This needs assessment will provide you with a visual representation of your potential needs, enabling better decision-making when considering partnering with an external consultant.

Please don't skip this step. If you're serious about making changes to your GTM, this will help your internal discussions.

Things to consider to ensure a fruitful partnership

- **Set Clear Objectives and Outcomes:** Clearly delineate your goals and the consultant's responsibilities. Avoid assumptions and ensure mutual expectations are contractually captured.
- **Make the Time:** Engagements demand your time. Understand your role and restructure your schedule to prioritize collaborations with your partner.
- **Give & Encourage Regular Feedback:** Maintain a two-way feedback loop. Evaluate the consultant's performance using predefined metrics and goals.
- **Create a Dedicated Space for Communication:** Sidestep email. Use dedicated channels for communication, setting clear expectations on response times.
- **Team Effort:** Facilitate your consultant's success. Grant system access, introduce them to team members, and foster trust-based relationships.
- **Align on Metrics that Matter:** Ensure the consultant's proposed metrics resonate with your broader objectives.
- **Define Success:** Understand that change takes time. Set fair success criteria early on, but be flexible to adapt based on evolving situations.
- **Change Management:** Be ready for the organizational changes a consultant might suggest. Plan for potential resistance and strategize for smooth transitions.

Choosing the right go-to-market service provider can be transformative for your business. By understanding the nuances and preparing effectively, you can tap into external expertise to help drive sustainable growth.

If you want to improve your GTM planning, build and execution then reach out to the Revenue Funnel team.

[**Book time with us**](#)