

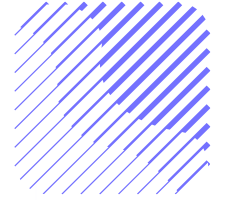


GTM Strategy Workshop **Guide**



outcome.marketing





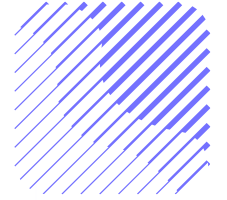
Introduction



A Go-To-Market (GTM) Strategy Workshop helps SMB CEOs and marketing leaders align their teams, define strategic bets, and create an actionable roadmap for growth. This guide is designed to help you run your own GTM workshop, leveraging exercises from Outcome Marketing (Chapter 2: Bets and Chapter 3: Story) to structure strategic decision-making.

Workshop Agenda – Pre-Workshop Preparation (Before the Session)

- Define workshop objectives (e.g., launching a new product, entering a new market, refining messaging).
- Identify key stakeholders (CEO, marketing lead, sales lead, customer success).
- Gather relevant data (customer insights, competitive analysis, past marketing performance).
- Provide participants with a copy of Outcome Marketing and an overview of The Five Cards Framework.

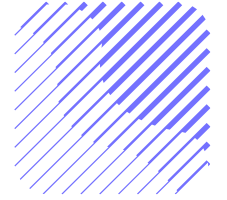


Step 1: Define Your Strategic Bets



A bet is a calculated investment in a product, market, or strategy expected to drive the highest return. To structure your bets, use the Five Cards Framework from Outcome Marketing.

Card	Key Question
Who	Who is our target customer?
What	What problem are we solving?
Why	Why does this matter to the customer?
How	How is our approach different?
So What	What business outcomes will this drive?

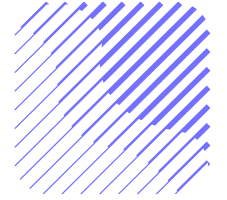


Step 2: Identify Customer Pains & Map Solutions



To ensure your bets align with real market needs, use the Tasks & Pains, Solutions & Pain Relievers framework.

Tasks and Pains	Outcome Marketing Solutions
Lack of clarity on target customers	Structured GTM workshops
Unclear messaging & positioning	Outcome-driven storytelling frameworks
Inefficient sales funnel	Data-backed pipeline optimization
Weak brand awareness	Focused content marketing strategies

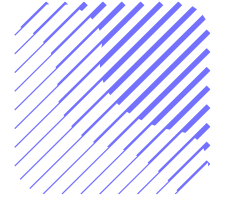


Step 3: Craft Your Market Story



Your market story is how you position your company in the minds of customers. Use insights from Chapter 3: Story in Outcome Marketing to craft your elevator pitch and positioning framework.

Current State	Future State
Customer challenges & pains	Unique capabilities of your solution
Consequences of doing nothing	Better business outcomes

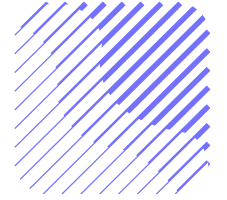


Step 4: Prioritize & Align on Execution



Your market story is how you position your company in the minds of customers. Use insights from Chapter 3: Story in Outcome Marketing to craft your elevator pitch and positioning framework.

- ✓ Assess bets using an Impact vs. Effort matrix (High Impact/Low Effort bets should take priority).
- ✓ Assign ownership to key initiatives.
- ✓ Define success metrics (e.g., leads generated, conversion rates, revenue impact).
- ✓ Set a 90-day execution plan with milestones and accountability.



Post-Workshop Execution & Follow-Up



- ✓ Document key takeaways and agreed-upon next steps.
- ✓ Schedule follow-up check-ins (bi-weekly or monthly) to track progress.
- ✓ Adjust and iterate based on performance data.



Thank You
....