



**PARIS** TRUDEAU  
M A R K E T I N G   G R O U P

# Go-to-Market Services



# Scope of GTM Analysis

- Market Opportunity & Timeline
- Product Overview
- Product Messaging
- Target Markets & Customers
- Segmentation Product Positioning
- Competition
- Route-to-Market
- Sales Strategy
- Marketing/Launch Plan
- Pricing Strategy
- Support/SE/ProSvcs Readiness
- Regional & Global Expansion Strategy
- Risks
- Conclusion

# Thank you.

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