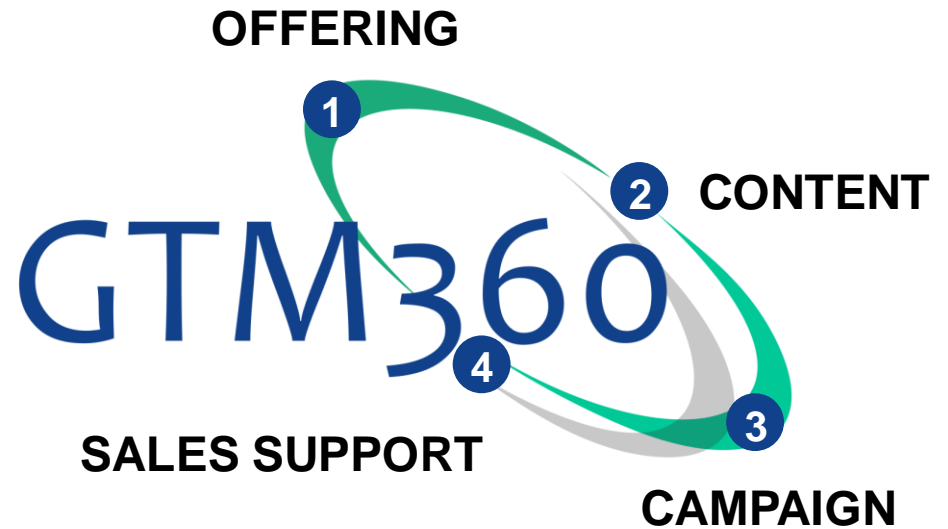# GTM360 OVERVIEW

Making it marketable

www.gtm360.com

GTM360 Mission

We offer all-round go-to-market solutions to enable high-tech companies derive incremental value from their existing ideas, products and capabilities.

OFFERING
1

2 CONTENT

GTM360

4
SALES SUPPORT

3
CAMPAIGN

GTM360 Value Proposition

GTM360

Maximum value. Delivered.

SOFTWARE COMPANIES
Differentiate your products and services

SOFTWARE SERVICES COMPANIES
Create a business from a project

WEB-BASED COMPANIES
Get more bang for your marketing buck

MULTINATIONAL CORPORATIONS
Grow revenues from emerging markets

SOFTWARE PRODUCT COMPANIES
360° packaging for rapid payback

STARTUPS
Have an idea and want to commercialize it?
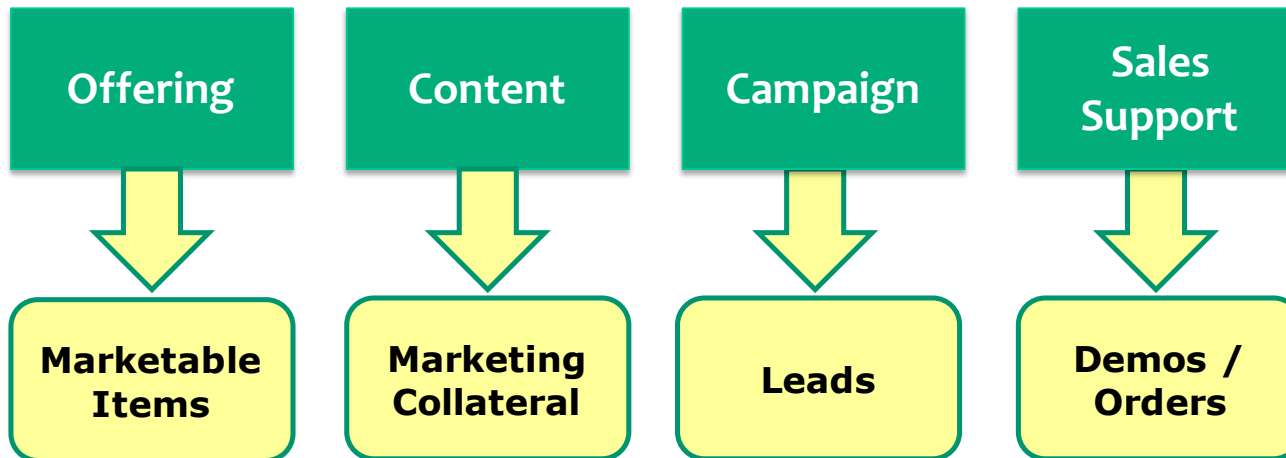
- Enhanced marketability
- New revenue models
- Wider markets
- Larger ticket sizes
- Higher billing rates
- Quicker sales cycles

GTM360 Solutions

GTM360

Product / Capability to Lead
BUSINESS DEVELOPMENT

Lead to Deal
SALES / PRESALES

Order to Cash
IMPLEMENTATION /
DELIVERY

Offering	Content	Campaign	Sales Support
Marketable Items	Marketing Collateral	Leads	Demos / Orders

GO TO MARKET THEME

EXAMPLE 1: PREPAID CARD PROCESSING PLATFORM
We own the software underlying our processing platform. As a result, we can provide the most flexible, rapid and cost-effective solution when you need enhancements to the processing platform for supporting prepaid card usages that are currently unforeseen.

EXAMPLE 2: LEARNING MANAGEMENT SOFTWARE PRODUCT
Going beyond conventional LMS products that seem to serve as mere containers for content, our LEARNING & ASSESSMENT MANAGEMENT product packs in extra punch in critical areas like assessment, thereby boosting training effectiveness and maximizing return on your training investments.

MARKETABLE OFFERING	
OFFER-ING CODE	**FULL NAME OF OFFERING** Brief Description Of Offering
P2	**ODCs FOR ALTERNATIVE PAYMENTS PROVIDERS** (Service Offering) Outsourced product / platform development and testing services for nonbank alternative payments service providers like PayPal, XOOM, eBillMe; systems integration services for banks and merchants buying these products or subscribing to these platforms.
P3	**JOB WIDGET ON BLOGS** (Web Offering) Add our job widget to your blog. Make money when employers recruit through your blog widget.

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GTM360 Solutions | **Marketable Items**

- Vendors need to go out into the market to generate leads proactively in order to meet sales goals

- Go to market process for generation of leads takes place at the "top of the funnel" when the target market has little or no awareness of the vendor but may have relationships with competitors

- Product features and technology services are not appealing enough in a crowded market

- To get through to prospective customers and succeed in this stage, a vendor has to articulate how its products and services add business value to the prospective customer organization

Per US FORTUNE Global 2000 corporation
# of C-Level Executives (CLEs) = 5 (CEO, CFO, COO,CIO, President)
# of near-CLEs = 7 (SVP Sales, SVP Marketing, SVP HR, Divisional President, etc.)
Total # of Top Management Executives in the USA = 2000 x (5 + 7) = 24,000.
# of B2B Sales Representatives in the USA = 10 Million (Source: 2001 US Census Bureau Survey).
Therefore, # of B2B Sales Representatives per Top Management Executive in the USA = 10M / 24000 = 416.

! There are over 400 sales representatives trying to meet a typical top management executive.

GTM360 Solutions | **Marketable Items**

- Enter *Marketable Items*
- Create go to market themes and marketable offerings that are based on business pain areas and industry hot topics
- Develop content specific to the marketable items
- Critical success factors
  - Buzzwords of the season (e.g. Web 2.0, realtime enterprise)
  - Regulatory compliance (FSA-SCV, CARD Act)
  - Competitor technology sun setting (ACI Base24)
  - Find hidden features and tacit capabilities

When would a Senior Executive be most receptive to a salesperson?

What is the optimum time to gain an audience with a CLE? Unlike commodity-driven purchasing agents, CLEs rarely get up in the morning thinking about interacting with salespeople. So, what *do* they think about? They are hyper-focused on improving their results and employing strategies that will help their enterprises grow revenue, increase market share, counter a competitive threat, acquire new customers, increase customer loyalty and retention, bolster margins, decrease costs, manage risk, increase shareholder value, attract and retain skilled staff and improve workforce productivity. There is a huge variety of strategies that CLEs employ to improve in these aforementioned areas.

CLEs rarely get up in the morning thinking about interacting with salespeople

One thing is certain: if you can't clearly prove that what you are selling will help an executive improve in at least one of these areas, then you need not waste your time calling on the C-Suite. They don't want to see you. However, if you can show that your offering will enhance results in these key strategic areas, you are still in the game.

GO TO MARKET THEME	MARKETABLE OFFERING	
EXAMPLE 1: PREPAID CARD PROCESSING PLATFORM	**OFFER-ING CODE**	**FULL NAME OF OFFERING** Brief Description Of Offering
We own the software underlying our processing platform. As a result, we can provide the most flexible, rapid and cost-effective solution when you need enhancements to the processing platform for supporting prepaid card usages that are currently unforseen.	P2	**ODCs FOR ALTERNATIVE PAYMENTS PROVIDERS** (*Service Offering*) Outsourced product / platform development and testing services for nonbank alternative payments service providers like PayPal, XOOM, eBillMe; systems integration services for banks and merchants buying these products or subscribing to these platforms.
EXAMPLE 2: LEARNING MANAGEMENT SOFTWARE PRODUCT Going beyond conventional LMS products that seem to serve as mere containers for content, our LEARNING & ASSESSMENT MANAGEMENT product packs in extra punch in critical areas like assessment, thereby boosting training effectiveness and maximizing return on your training investments.	P3	**JOB WIDGET ON BLOGS** (*Web Offering*) Add our job widget to your blog. Make money when employers recruit through your blog widget.

GTM360 Methodology

Offering

- Discover internal strengths
- Identify differentiators
- Scan industry hot topics
- Package strengths and differentiators
- Create go to market themes / marketable offerings

GO TO MARKET THEMES / MARKETABLE OFFERINGS

Content

- Prepare new marketing collateral
- Design canned demos
- Prepare specs for PoCs
- Compare web presence
- Prepare keyword set, landing pages and microsites
- Provide specs for superior features and frictionless online interactions

MARKETING COLLATERAL

Campaign

- Carry out soft-launch to internal and reseller staff
- Design outbound and inbound marketing campaigns
- Source / prepare target mailing list
- Conduct campaign
- Generate / receive leads
- Qualify leads
- Handover qualified leads to Presales / Sales

LEADS

Sales Support

- Market intelligence
- Account strategy
- Scripted demos
- Proposal
- Cross-selling
- Contract review

PRESENTATIONS / DEMOS / ORDERS

GTM360 Guiding Principle

We talk, and we also listen

We talk to …

Share our experience on what works and what doesn't

Provide visibility into best and next practices

Alert you to un-articulated problems and pain-points

We also listen to …

Learn about your company's specific problems and strategies to deal with them

Avoid canned approaches and "one-size fits all" strategies

So that we can …

Endeavor to develop and deliver a tailor-made go to market strategy that works for your company

GTM360 Engagement Showcase

Title	Description
American Widget Maker Grows Revenues Manifold *Frictionless online interactions lead to manifold revenue growth*	This US job widget provider's website contains HTML code which blog owners download and paste anywhere on their sites. Blog owners earn revenues when employers find people through the job widget on blog owners' blogs. While the website was recording a large volume of visitors and downloads, there were very few hits for jobs. By improving usability and redesigning the trial documentation, we were able to increase the number of job hits massively and bring about revenue growth for our customer.
ERP Vendor Boosts Adoption Of Internet-enabled Version *360° packaging results in increased adoption*	Packaging helped this Indian ERP vendor boost adoption of a suite of Internet-enabled ERP products and devise a roadmap for addition of Internet enabled functionality in future.
IT Services Company Creates A Business From A Project *360° go to market solutions unlock value from individual projects*	Using an array of go to market inputs spanning offering discovery, collateral and campaigning, we built a PeopleSoft services business from an isolated project for this Indian IT services company.
Middle East Hardware Distributor Sees Sharp Upsurge In Sales From Government *Quant models can be used to win deals*	This Middle East distributor of leading international brands of servers, desktops and networking products was losing virtually every tender-based deal from the government on account of being outpriced in relation to its competition. Decent market share in the equally price-sensitive private sector market ruled out any fundamental issues in competitiveness. The strategy of using a future pricing model paid rich dividends.

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Business Case for Go To Market

Offering + Content	Campaign	Sales Support
INR 10-14 LACS / USD 20-28K per Marketable Item	**INR 60 LACS / USD 120K** per Sales Pipeline of INR 20 crores / USD 4M *:OR:* Fee per lead	**INR 2 LACS / USD 4K** per Month + **10% Order Value** *:OR:* Commission per order
2-3 months	Ongoing	Ongoing

> ⊘ **GTM has excellent ROI since it delivers *incremental* value.**

Why GTM360?

- Unique blend of software products and services expertise
- Track record of successful use of go-to-market in medium and large high-tech companies
- Global orientation
- Exposure to next-generation practices
- IP-Framework based methodologies
- Unswerving commitment to quality
- Offshore cost-effectiveness

IP-Frameworks

STRADOF
Look Beyond Features to Find Differentiators

MeviTY
Model for Evaluating and Improving Marketability

Next Generation Practices

JIGSAW

ELOQUA
Automating Demand Generation

VisitorTrack®
caller id for your website

Google
AdWords

Making it marketable

www.gtm360.com

Thank You!