

# Advanced Go-To-Market Strategy Training Course

17 – 21 January 2027
Nairobi

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**Ref:** 1839_237628 **Date:** 17 – 21 January 2027 **Location:** Nairobi **Fees:** 4500 Euro

## Overview

Advanced Go-To-Market Strategy Training Course is a one-week advanced course for sales, marketing, product-marketing, business-development, channel, and commercial-strategy professionals who leave with a Go-To-Market Decision and Execution Plan. The course connects market selection, ideal customer profile design, positioning, route-to-market choices, cross-functional launch readiness, commercial metrics, experiment gates, and post-launch adaptation. Participants govern assumptions and handoffs rather than treating GTM as a campaign calendar. Agile Leaders Training Center delivers this course on advanced go-to-market strategy.

## Who Should Attend

- Functions responsible for selecting markets, segments, and commercial priorities
- Teams responsible for product positioning, messaging, and launch orchestration
- Groups responsible for sales coverage, pipeline creation, and enablement
- Personnel responsible for channels, partnerships, and route-to-market decisions
- Functions responsible for launch governance, metrics, and corrective action

The course assumes participants already contribute to commercial strategy, sales, marketing, product, or channel decisions, and leaves out introductory marketing theory, campaign-platform operation, product development, and distribution logistics execution.

## Departments and Industries

The course supports departments and industries that coordinate market entry, offer launch, and commercial scaling decisions.

- Product marketing, brand strategy, and commercial planning
- Sales leadership, revenue operations, and business development
- Technology, professional services, and subscription businesses
- Manufacturing, industrial services, and channel-led enterprises
- Retail, hospitality, finance, and healthcare administration

## Learning Objectives

By the end of this course, participants will be able to:

- Analyze market attractiveness, strategic fit, and readiness evidence.
- Build an ideal customer profile and buying-committee map.
- Evaluate positioning, messaging, pricing, and packaging assumptions.
- Compare direct, partner, and hybrid route-to-market choices.
- Apply launch readiness, enablement, metric, and experiment gates.
- Prioritize post-launch adaptations through governed evidence reviews.

## Course Agenda

### Day 1: Select the Market and Customer

- Market Attractiveness, Strategic Fit, and Entry Readiness Scorecard
- Ideal Customer Profile Segmentation and Prioritization Template
- Buying Committee, Decision Role, and Procurement Journey Map
- Customer Problem, Job, Pain, Gain, and Adoption Evidence Register
- GTM Assumption, Dependency, and Validation Backlog

### Day 2: Shape the Commercial Proposition

- Competitive Alternative and Differentiation Analysis Matrix
- Value Proposition and Proof-Point Design Canvas
- Positioning, Message Hierarchy, and Audience Adaptation Framework
- Pricing, Packaging, and Commercial Assumption Decision Sheet
- Offer-to-Segment Fit and Objection Evidence Review

### Day 3: Design the Route to Market

- Direct, Partner, Marketplace, and Hybrid Channel Decision Matrix
- Customer Acquisition Motion and Buying-Journey Coverage Map
- Sales, Marketing, Product, and Customer-Success Handoff Blueprint
- Demand, Pipeline, Conversion, and Capacity Assumption Model
- Partner Role, Incentive, Conflict, and Enablement Register

### Day 4: Govern Launch Readiness

- Cross-Functional Launch Readiness Gate and Evidence Checklist
- Sales Play, Message, Objection, and Proof Enablement Pack
- Leading Indicator, Outcome Metric, and Review Cadence Scorecard
- Experiment Hypothesis, Threshold, Stop Rule, and Decision Log
- Launch Risk, Dependency, Escalation, and Ownership Matrix

## Day 5: Practice GTM Decisions

- Suggested Exercise: Prioritize Markets and Ideal Customer Profiles
- Suggested Exercise: Test Positioning and Route-to-Market Coherence
- Suggested Exercise: Audit Cross-Functional Launch Readiness
- Suggested Exercise: Decide Scale, Adapt, Pause, or Retest
- Capstone Exercise: Assemble the Go-To-Market Decision and Execution Plan

## Practical Exercises

The course uses suggested activities to convert commercial evidence into governed GTM choices.

- Suggested activity: compare two market-entry options using strategic fit, customer readiness, access, and dependency evidence.
- Suggested activity: connect an ideal customer profile to positioning, proof points, pricing assumptions, and sales objections.
- Suggested activity: reconcile product, marketing, sales, channel, and success handoffs against a launch-readiness gate.
- Suggested activity: review early indicators and document a scale, adapt, pause, or retest decision.

## FAQs

### Who suits advanced go-to-market strategy training, and what does it assume?

Advanced go-to-market strategy training suits professionals who already contribute to commercial, sales, marketing, product, or channel decisions and can evaluate market, customer, offer, and pipeline evidence.

### How does go-to-market strategy differ from general marketing strategy training?

Go-to-market strategy governs how a specific offer reaches a selected customer through coordinated positioning, channels, sales, launch readiness, and metrics; general marketing strategy covers broader ongoing market and brand choices.

### What belongs in a go-to-market decision and execution plan?

A go-to-market decision and execution plan links market choice, ideal customer profile, buying committee, value proposition, positioning, pricing assumptions, route to market, handoffs, readiness evidence, metrics, experiments, owners, and adaptation rules.

### How should teams adapt a go-to-market strategy after launch?

Teams should adapt a go-to-market strategy through scheduled evidence reviews that compare assumptions with customer response, pipeline quality, conversion, channel performance, capacity, and risk without reacting to isolated signals.

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## Conclusion

Participants take back a Go-To-Market Decision and Execution Plan. The plan connects market and customer choices with positioning, pricing assumptions, channels, handoffs, launch gates, commercial metrics, experiments, ownership, and adaptation rules. It changes fragmented launch activity into a governed basis for deciding where to enter, how to reach buyers, and when to scale, adapt, pause, or retest.