Category

Commercial Excellence

Go-to-Market Model Redesign (Direct, Indirect, Digital) Playbook

Redesigning your go-to-market mix around where customers actually want to buy, not legacy channel assumptions

- Executive
- Advanced
- Template Included

- Administrator
- 23 December 2021
- 3 minute(s)

Overview

A framework for go-to-market model redesign across direct, indirect, and digital channels — reassessing channel mix based on genuine customer buying preference and channel economics, rather than perpetuating legacy channel assumptions that may no longer match how customers actually want to purchase.

How often should organizations reassess their go-to-market channel

mix? Regularly enough to catch genuine shifts in customer buying preference — customer purchasing behavior, particularly toward digital and self- serve channels, has shifted significantly across many industries, and a channel mix design that was appropriate several

years ago may no longer match current buying preference.

What's the biggest risk of not reassessing go-to-market channel

mix? Continuing to invest heavily in a channel customers increasingly prefer not to use, while underinvesting in channels where genuine demand has shifted, losing deals to competitors whose channel mix better matches current buying preference.

{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [{ "@type": "Question", "name": "How often should organizations reassess their go-to-market channel", "acceptedAnswer": { "@type": "Answer", "text": "mix?\nRegularly enough to catch genuine shifts in customer buying preference\n— customer purchasing behavior, particularly toward digital and self-\nserve channels, has shifted significantly across many industries, and a\nchannel mix design that was appropriate several years ago may no longer\nmatch current buying preference." } }, { "@type": "Question", "name": "What's the biggest risk of not reassessing go-to-market channel", "acceptedAnswer": { "@type": "Answer", "text": "mix?\nContinuing to invest heavily in a channel customers increasingly prefer\nnot to use, while underinvesting in channels where genuine demand has\nshifted, losing deals to competitors whose channel mix better matches\ncurrent buying preference." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country - Select -

■ I agree to data processing in accordance with GDPR

Submit

Leave this field blank

References

Related playbooks

Commercial Excellence

AI-Enabled Commercial Analytics & Next-Best-Action Playbook

A framework for AI-enabled commercial analytics and next-best-action recommendations — building recommendations grounded in genuine predictive validity and deli

- Practitioner
- Intermediate
- Template Included

Read playbook

Commercial Excellence

C-Suite Commercial Excellence Steering Committee & Governance Playbook

A framework for establishing a C-suite commercial excellence steering committee and governance structure — clear decision rights, substantive review cadence, an

- Executive
- Intermediate
- Template Included

Read playbook

Commercial Excellence

Commercial Excellence in Mid-Market & SMB Segments Playbook

A framework for commercial excellence in mid-market and SMB segments — sales motion, pricing, and process design calibrated to these segments' genuinely differe

- Practitioner
- Intermediate
- Template Included

Read playbook

Talk to us about go-to-market redesign

Tags

- Go-to-Market Strategy
- Channel Design
- Commercial Excellence

Author

Administrator

Think Insights Administrator