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.

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