

## Go-to-Market Channel Strategy – 2026 Resolutions

Who among us doesn't start the year with resolutions or new "to do" lists? This type of thinking can serve you well in your go to market strategies. Rather than being forced to react later, or deal with "surprises", take a proactive approach.

Take a fresh look at your company's ability to achieve its profitable growth goals in 2026. Use a disciplined approach—an audit, if you will—to evaluate the effectiveness of your Go-To-Market (GTM) strategy, given a realistic view of current economic, competitive, and overall market conditions. What does a GTM strategy audit entail?

### January/February—Update your market model/share position

- **Why?** Create context and identify shifts. Where is your company gaining ground and why? Where are competitors making inroads and what could you do about it?
- **How?** Update market sizing model, and map your sales data to key segments (e.g., geography, customer type, channel type). Look at trends.

### March/April—Assess market coverage to identify gaps

- **Why?** Identify areas where your company doesn't have the opportunity to win because it lacks channel coverage
- **How?** Focus on sizable market opportunity that the company did not "see" in 2025. Use a data informed view of where you are losing (or not capturing) market share

### May/June—Appraise channel programs and pricing

- **Why?** Programs can create the "entanglements" with your partners that promote brand advocacy and are difficult for competitors to match
- **How?** Evaluate the effectiveness of your channel programs and pricing in getting the effort required by partners to deliver your company's growth goals. Address both coverage gaps and channel effectiveness.

### July/August—Examine significant market changes

- **Why?** Changing policies (tariffs, labor, regulation, M&A, etc.) affected markets greatly in 2025—a dynamic that will certainly continue in 2026
- **How?** Benefit from year in review analysis on what happened as a result of business climate changes. Identify trusted sources to follow to keep you ahead of changes

### September/October—Update and align business and go to market strategy

- **Why?** Crisply identify the specific strategies that are key to achieving the company's profitable growth objectives
- **How?** Use concise definition of the pillars of your strategy...and what need to be done to leverage these capabilities

### November/December—Review the "big questions"

- **Why?** Understand the existential threats (and opportunities) and what the company can do about them
- **How?** Make this topic an ongoing priority for the leadership team

Preserving the effectiveness of your GTM strategy requires disciplined evaluation of what is working and what's not as well as updated context of the environment your company operates in. An audit approach breaks the components into manageable tasks that can be addressed throughout the year. There is no time like the present to begin this audit—starting with an update to your market sizing model. If you need expertise to lead this work or experienced resources to accelerate the process, let's talk. [info@franklynn.com](mailto:info@franklynn.com)

