

# Go-To-Customer Strategy Redesign

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## The Situation



The go-to-customer strategy for a leader in content delivery network services

was not effectively delivering on revenue growth objectives. The current model required optimization to close the gap between themselves and other software industry companies.

## The Challenge

The client requested recommendations for go-to-customer strategy changes across two dimensions: net new customer acquisition and major accounts coverage. The strategy recommendation needed to include coverage, role evolutions, job profiles and sales compensation abstracts.

## The Solution

The Alexander Group (AGI) assessed the current go-to-market strategy and conducted multiple workshops with the client's teams across both dimensions. AGI presented customized best practice recommendations for change, including new sales roles, rules of engagement and sales compensation plans. The major accounts recommendations were designed to leverage scale and create a consistent customer experience. AGI created an implementation roadmap detailing work steps, dependencies, ownership and timing for all recommendations.

## The Benefit

After the engagement, the client implemented the detailed roadmap for successful activation of both net new customer acquisition and major account coverage strategies. Preliminary results indicate on-track revenue growth metrics.