

New Market Launch Strategy



If your association is developing a new membership area or lateral market, Big Red M can assist with strategy, scope, marketing, and sales.

 As needed

WHY

The Importance

- Build a strong, strategic launch strategy for your new market
- Ensure you're positioned for go-to-market success

HOW

The Approach

- Review your current sales process in light of your new market's scope and requirements
- Develop new and/or revised processes to meet the needs of your new market

WHAT

The Value

- 12-month comprehensive go-to-market strategy
- Sales scripts and processes built out by segment
- Marketing and launch plans
- Organized launch tactics and delegated responsibilities



info@bigredm.com
(571) 814-3443
bigredm.com

Big Red M is an industry-leading consultancy for associations seeking revenue growth through sales and strategy. Annually, our company adds millions of dollars to the bottom lines of our clients.