

Case Study: VoIP go-to-market planning



The client

The challenge

Build a go to market strategy for sales into Europe for a white-label VoIP service. Build an opportunity led model and sales pan for the account teams to use as a target.

Market context

VoIP services are a must have element of an ISP today. Every telco player from mobile carrier to search engine has a VoIP service. The challenge is acquiring customers quickly, retaining those customers and driving the market to the next stage of maturity.

Approach

Worked up a bottom up sales plan, based on targeted customer segmentation and known areas of sales traction. Constructed a ROI model and pricing approach to engage with reseller channels.

Key deliverables

- A clear recommendation and opinion to the board on a suitable go-to-market strategy.
- A detailed plan for marketing and sales teams to execute.



Project delivery

The project was delivered to time and the plan immediately implemented. Feedback post project was highly aligned to our planning assumptions on where customer needs were greatest and weakest.