

Building Your Go To Market Strategy for the UK

Many companies confuse a go-to-market (GTM) strategy with a business plan. While they are related, they *are* different. A business plan is much broader in scope and considers every aspect of a business, while a go-to-market strategy is focused specifically on delivering a product or service to your end customer.

The core areas of building a go-to market strategy include the following areas:



From our experience, many companies do not have a properly designed Go-To Market strategy and a clear 'Customer Profile'. Our consultancy works with small companies to get ahead by ensuring that they have in-depth knowledge of their customer and market to achieve results in the quickest time possible.

What Our Clients Say...

“Professional and structured services to help you grow your business. I can't recommend them enough.”

Matt Perkins, Free Agent.

“ABP are a highly professional and have a strong understanding of all issues around the SME space.”

**Andrew Charnley
Head of Trade & Working Capital,
Lloyds Banking Group**

Our Customers



ROVER GROUP



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Your Project Team

Daryl Woodhouse

Leadership & Strategy Director.
Founder of ABP



Award-winning leader, entrepreneurial speaker, top 50 UK business adviser and published five star rated author. Daryl has 12 years experience accelerating success for businesses with leadership skills, focus and strategy to support faster, sustainable growth.

James Ker-Reid

Sales & Marketing Director



ABP Gold Partner & Founder of Sales for Startups, a B2B SaaS Sales Consultancy. Technology & B2B SaaS specialist who has 10 years experience of selling software and services from £15k to £1.5 million to the largest enterprises in Europe.

Matthew Quade

Performance Improvement Director



ABP Managing Director. Accounting, finance, legal, management and Lean Six Sigma qualifications. Experience of interim COO, CEO, CRO and non-exec.

