

Go-to-Market Strategy Stress Test

*Find out if your GTM strategy
is up to the task*

About Cambridge MC

Cambridge Management Consulting (Cambridge MC) is an international consulting firm that helps companies of all sizes have a better impact on the world. We have grown to over 200 consultants working on projects in more than 25 countries/territories. Our capabilities focus on supporting the private and public sectors with their people, process, strategy and digital infrastructure challenges.

We firmly believe that there is no substitute for real-world experience. That's why we don't employ career consultants. Everyone in our team has years of senior experience in their field, a track record of delivering successful transformation, and has left a lasting impact in their enterprise or government roles.

STRATEGY STRESS TEST

The Go-to-Market (GTM) Strategy Stress Test is a Cambridge MC methodology to rapidly review your GTM Strategy and associated business plan. We test against best-in-class parameters (chosen according to your target segments, regions and portfolio), and challenge the assumptions underpinning your current strategy. This process enables us to quickly identify any adjustments or gaps in your strategy and provide detailed recommendations to reframe your priorities.

Cambridge **mc²**
Management Consulting

Outcomes from our Strategy Stress Test

ACCELERATED TIME TO VALUE

We stress test financial & market assumptions and run simulations to determine the optimal strategy.

REDUCED RISK

Identification of risks and unseen market dynamics which might affect your plan; including the potential impact of disruptive trends.

NEW GROWTH OPPORTUNITIES

We use a combination of data and our team's specialist knowledge & experience to identify growth opportunities that we then cost and project timelines.

BENEFITS

FIXED PRICE

A cost-effective way to stress test your strategy before committing time and resources. We deliver an enhanced strategy that features time and cost-saving opportunities.

FAST DELIVERY

Delivered in 3-5 weeks by a cross-functional team of experts who are selected for relevant expertise.

EXTERNAL VIEWPOINT

Our experts are free from internal biases and other influences which may interfere with your strategy – we are not afraid to challenge assumptions and give an honest appraisal of risk vs reward.

CASE STUDY

A Rapid Strategy Stress Test to Accelerate a Go-to-Market Strategy for Africa

Cambridge MC used its Rapid Strategy Stress Test to help a global high-speed connectivity leader refine and accelerate its Go-to-Market (GTM) strategy for Africa. The methodology assessed the client's strategy across 11 best-in-class parameters, identifying gaps, testing assumptions, and providing actionable recommendations.

Key outcomes included refining country prioritisation using a 15-parameter framework, optimising pricing methodology, and recommending fractional sales capabilities and strategic GTM partnerships. The approach also involved market sizing, competitor analysis, and trend evaluation. The strategy was enhanced to better target opportunities, maximise resource effectiveness, and adapt to local needs, resulting in an ongoing collaboration.

The Test

Rapid review and assessment of your activities in key Go-to-Market areas against our tailored strategy health-scoring matrix.

1.

RESEARCH & INSIGHT

Interviews and data analysis to understand the correct criteria to stress test your strategy. Insights from our decades of industry experience shape the test and strategy options.

» New perspectives

2.

ANALYSE, SCORE & MODEL

1–5 scoring system for the selected criteria. Data modelling runs simulations to test different strategies against your market & identified risks.

» Identify and fill gaps

3.

RECOMMENDED ACTIONS

A range of actions and identified risks are presented to your leadership. These recommendations include actions, investment costs and timelines.

» De-risk your strategy

Your strategic partner

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"WE CHALLENGED THEIR PRIORITISATION OF COUNTRIES, REFINED THE PRICING METHODOLOGY, & SUGGESTED THEIR RESOURCES IN THE REGION SHOULD ENTAIL AN ALTERED STRATEGY."

GTM STRESS TEST CASE STUDY

Scan QR code to go to our Strategy service page or use URL:
<https://qr.cambridgmc.com/oVMnj>





YOUR *STRATEGY*
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