



Go-To-Market (GTM) Support

WHO IS THIS FOR?

As a vendor in accounting tech, are you:

- ◆ Struggling to gain traction in the UK market?
- ◆ Finding it hard to sell effectively to Accountants & Bookkeepers?
- ◆ Unsure how to position your product for UK buyers?
- ◆ Looking to land strategic partnerships with key industry players?

HOW IT WORKS

- ◆ **Phase 1:** Strategy Development – Deep dive into your product, target market, and sales & marketing motion.
- ◆ **Phase 2:** GTM Blueprint Delivery – A step-by-step action plan for your UK expansion.
- ◆ **Phase 3:** Execution & Optimisation – Ongoing support to build relationships, refine sales messaging, and close deals faster.

WHAT'S INCLUDED

- ◆ **Market Entry** – A clear roadmap for positioning, messaging, and selling in the UK.
- ◆ **Ideal Customer Profile & Targeting** – Identifying the right Accountants & Bookkeepers.
- ◆ **Messaging & Positioning** – Crafting a compelling value proposition for UK firms.
- ◆ **Sales Motion & Processes** – Optimising your approach to convert more prospects.
- ◆ **Partnership Strategy** – Pinpointing key industry bodies, networks & referral partners.

DELIVERY OPTIONS

- ◆ **One-Off GTM Sprint** – Intensive session + blueprint delivery.
- ◆ **Retainer Advisory** – Ongoing support to refine and execute the strategy.
- ◆ **Hands-on** – Partnership building and execution.



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[BOOK A CALL](#)



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"It is clear that Andy has built a wealth of knowledge and experience in the Accounttech world, and his insights are invaluable."

- Founder - Xenon Connect