



# The 6 W's of a Winning GTM Strategy

## And How Your Partner Ecosystem Fits In

### WHAT?

What is our product?  
(Your offering)

### WHY?

Why should clients buy it?  
(Your value proposition)

### HOW?

How will we promote and sell it?  
(Marketing & sales)

### WHERE?

Where are our clients?  
(Your target market)

### WHO?

Who are our clients?  
(Your ICP)

### WHEN?

When do we measure success?  
(Your metrics)

## Where Does the Partner Ecosystem Fit In?

Improving your product with complementary offerings.

Making your value proposition stronger by adding credibility or bundled services.

Expanding your reach through channel partners who already have connections.

Helping you enter new markets and industries.

Refining your target audience with insights from experienced partners.

Speeding up sales cycles and market growth.