

Go-to-Market

Business & Management

Choosing a route to customers, and matching it to the price point.

Annual contract value against a viable sales motion.

Price point	Motion	Channel
Under £100/yr	Self-serve	Product-led, content, search
£100–1,000	Low-touch	Inside sales, trials, email
£1,000–25,000	Inside sales	SDR plus demo
£25,000–100,000	Field sales	Named accounts
£100,000+	Enterprise	Long cycle, multiple stakeholders

Mismatch is the commonest go-to-market failure: an enterprise sales team selling a product priced for self-serve loses money on every deal.