

A man with dark hair and a light beard, wearing a light blue button-down shirt, is gesturing with his right hand while speaking to a group of people. The background is a modern office with large windows and glass partitions. The text 'Stambaugh Ness' is overlaid in the top left corner.

**Stambaugh
Ness**

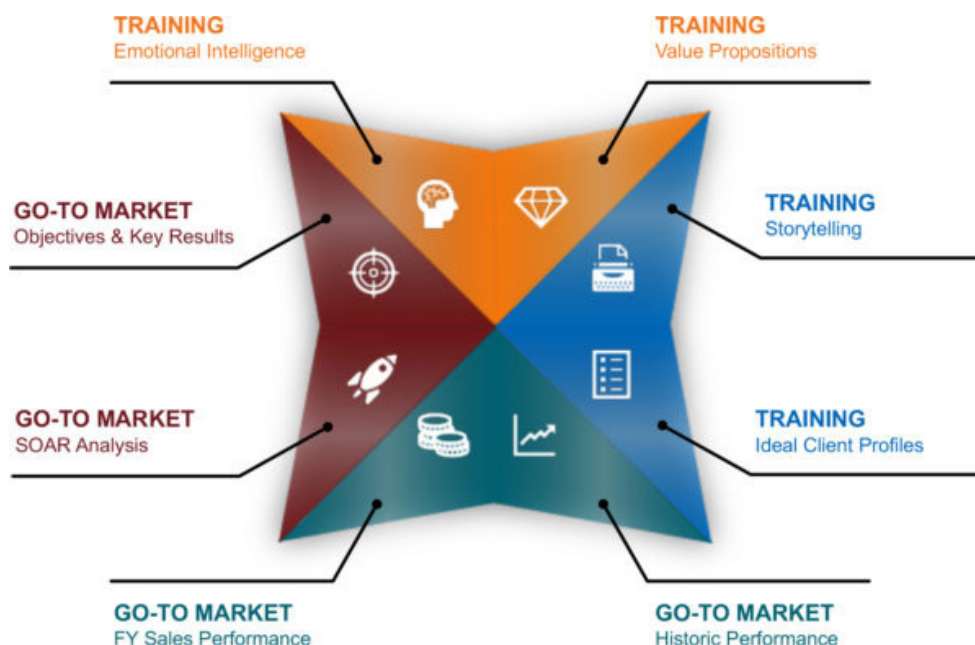
Going to Market with a Plan for Action

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[Cuhaci & Peterson \(C-P\)](#) is a 250-person architecture, engineering, and planning firm providing services to clients throughout the United States and beyond. Their core markets are in the commercial sector, including retail, convenience, grocery, and hospitality. The firm recently decided to evolve its business development approach, taking the previously internal-focused market champions for the market sector teams and turning them external to be more focused on developing new business. As this process was taking place, C-P recognized the need to elevate their business development approach by creating focused go-to market strategies and providing [training for the principals moving into seller-doer roles](#).

[Scott Butcher](#) was retained to help [plan the go-to market agenda and content](#), as well as deliver “motivational” training to the firm’s seller-doers. The day-long program was divided into morning training and afternoon planning. Training included four primary topics: emotional intelligence, creating value propositions, storytelling skills, and developing ideal client profiles – the latter of which was then used as foundational insight for the go-to market strategies.

Scott’s role for the afternoon session included assisting the C-P Chief Development Officer with developing the agenda and some of the content for the program, which included historical sales information, current year-in-review sales metrics by market sector, review of preliminary budgets and target clients, a SOAR activity (Strengths Opportunities Aspirations Results) and the beginning stages of developing Objectives & Key Results (OKRs) for each market sector. Staff in attendance included executive leadership, principals, market champions, business development, and marketing staff.



After the go-to market session, Scott followed-up with detailed notes and recommendations for establishing a new branding initiative. C-P is currently working through the OKR exercise and finalizing the SOAR Analysis to provide to a new marketing director that was recently hired by the firm.