



Register for New BTA Marketing Workshop

The Business Technology Association (BTA) is always striving to add new educational workshops for dealers that address aspects of their businesses they may not always focus on. One of these topics is developing and executing a go-to-market (GTM) strategy, which allows a dealership to drive sustainable revenue growth. The association recently added a new online workshop to its lineup that highlights this very subject.



Taught by Dominic Pontrelli of Pontrelli Marketing — who served 34 years in sales and marketing positions within Lanier and the Ricoh Family Group before founding Pontrelli Marketing — the Go-to-Market Mastery workshop teaches participants how to identify high-value target markets, define their unique value propositions, and align their marketing and sales efforts to maximize impact. Through a structured five-week approach, the workshop walks attendees through every stage of GTM planning — from strategy creation and customer segmentation, to the development of a marketing plan to support and enable sales efforts, to the measurement of the performance of each campaign.

Each week will cover a different topic:

■ **Week 1:** Building a go-to-market strategy using business goals and growth opportunities

■ **Week 2:** Sales strategy — sales activities and KPIs, an account business review program and CRM execution, along with the creation of a sales expectation document, and learning how to align sales and marketing

■ **Week 3:** Developing a go-to-market plan by combining customer and market data to determine target markets using the ideal customer profile (ICP)

■ **Week 4:** Developing and executing an aligned targeted marketing campaign

■ **Week 5:** Monitoring, tracking and measuring the success of the strategy

By combining customer and market data, participants will gain the tools to pinpoint their most profitable opportunities, overcome barriers to growth and craft targeted campaigns that deliver measurable results. The workshop emphasizes practical application, using real-world examples, starting with the office technology dealer's data ecosystem (its access to internal customer and market data resources), CRM best practices and proven frameworks to strengthen the marketing functions within their dealerships. Attendees will leave with a comprehensive GTM playbook, ready to accelerate growth and improve the return on their investments in marketing.

The inaugural Go-to-Market Mastery workshop will kick off at 3 p.m. Eastern on Tuesday, March 3, 2026. Classes will be held every Tuesday at 3 p.m. Eastern throughout the month — March 3, 10, 17, 24 and 31.

BTA member tuition is \$750 and includes two attendees per dealership. An additional attendee from the same member dealership is \$350. Members can also apply their \$150 or \$250 educational discount received with membership toward the workshop, which can be redeemed during registration. Non-member tuition is \$1,250 per dealership, which includes two attendees and a one-year BTA dealer membership.

Unlock new growth opportunities for your dealership at the Go-to-Market Mastery workshop and walk away with a practical GTM playbook to accelerate revenue, strengthen customer engagement and maximize your return on marketing investment. To learn more and register, visit www.bta.org/GtMMastery. ■

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FLASHBACK



The association's magazine cover 47 years ago this month — the NOMDA Spokesman, December 1978.