CROSSING WATERS

ADVISORY & CO-EXECUTION

Streamline the product. Find product-market fit. Then get the whole team selling to it.

Product and Go-To-Market advisory for cybersecurity companies that want to launch, expand or grow faster.

WHERE WE COME IN

A new product, a new market, or a plan that should move faster.

Launching something new. Taking a product into a new market or segment. Or a Go-To-Market that works, but should work faster. In each case the same things decide the outcome: a target customer everyone agrees on, a message that wins deals, a roadmap that follows the market, and a team moving in one direction.

Between us, we have spent decades building products and selling them. We do not hand over a workshop and a deck. We run the process with your team, coach them to run it themselves, and help with execution, from sales enablement to the agentic setup that streamlines outreach and pipeline. Faster to market, and faster to revenue.

WHAT WE DO

Four areas, one direction

Market	Ideal customer profile, segment selection, product-market fit
Story	Positioning, messaging, pricing
Plan	Product strategy, roadmap, Go-To-Market strategy
Execution	Sales enablement and training, Go-To-Market engineering and tooling, including the right choice of solutions for your pipeline

This is not a menu to pick from. Most of our engagements need three of the four, and which three only becomes clear once we understand your product, your current positioning and how you approach the market.

HOW WE START

Three steps, and you can stop at any time

01

Discovery

Two to four weeks at a fixed price. A real picture of product, market, positioning, and the sales and product processes behind them. We also look at the deals you have already won or lost and work out why, so the wins get repeated on purpose instead of hoped for.

02

The plan

Not three bullets on a slide. Clear goals, how to get there, and the one next step that actually matters. Yours to keep whatever you decide next.

03

Execution

We build what Discovery mapped, set up the loop that keeps it working, help you pick the right tooling and train your team to run it without us.

If you need it, we also offer Go-To-Market as a Service for the German-speaking market. It gets things moving faster, because it builds on our existing network, from events to channel partners.

HOW WE WORK

We stay until it runs. We take on a small number of engagements at a time, because the work is done by people with real experience and, most of the time, good taste.

> “Crossing Waters is good at the part most advisors skip: getting senior people who all care to commit to one answer, and then holding them to it for months until we saw traction. Not a deck-and-run consultancy.”
>
> **Trevor J. Morgan** · CEO, OpenDrives

Next step

One call, 45 minutes, with whoever owns the number.

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Scan for the contact form
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