

# THE SCHOOL OF PRODUCT MARKETING



## 101 BASIC PRODUCT MARKETING

*Grow Product Revenue. Improve Consistency & Efficiency!*

### COURSE OVERVIEW

#### Skills to Grow Your Product Revenue and Your Career

This hands-on, how-to workshop will give you the basics to work smarter, not harder. Get your team on the same page with a common baseline of skills, best practices, terminology, and artifacts. You'll learn how to market the strategic value of your products with less effort and make salespeople more proficient with fewer artifacts. Grow your market share, retain customers, and grow wallet share. Ideal for aspiring product marketers too!

- » *Live Virtual Classroom: Four Half-Day Sessions*
- » *On-Demand: 60-day Subscription*
- » *Onsite: 2 Days*

### COURSE TAKEAWAYS



- » Creating the best value story, even if it's not the best product.
- » Greater market knowledge to strengthen your differentiation.
- » Skills that open doors to more career options.
- » Paint-by-numbers simplicity for marketing artifacts.
- » Sales tools that make your product easier to sell.
- » Certification included.



# 101 BASIC PRODUCT MARKETING

## SESSION 1

4 Hours

*Introduction to Outcome-Based Product Marketing*

**LESSON 1:** Create a Basic Market Segmentation Structure

**LESSON 2:** Formalize Your Voice of Customer (VOC) Structure

**LESSON 3:** Facilitate Customer Discovery Meetings

**LESSON 4:** Create Outcome-Based Customer Personas

## SESSION 2

4 Hours

**LESSON 5:** Create Top-Down Business Requirements

**LESSON 6:** Create Outcome-Based Competitive Comparisons

## SESSION 3

4 Hours

**LESSON 7:** Create a Product Marketing Roadmap to Drive Sales

**LESSON 8:** Positioning: Create the Customer's Value Story

**LESSON 9:** Create Marketing Materials That Engage Buyers

**LESSON 10:** Create Sales Tools That Improve Credibility

**LESSON 11:** Create the Situational Sales Playbook

**LESSON 12:** Execute a Successful Rollout & Launch

**LESSON 13:** Structure Product Marketing for Market Success

**LESSON 14:** Get Started

## SESSION 4

4 Hours

# WHY WE'RE DIFFERENT

## Learn From a Specialist, Not a General Practitioner!



### PERSONALIZED TRAINING

#### Learn What Good Looks Like for You!

Experience hands-on, training that's personalized to your products and your markets. You'll learn how to apply unique B2B/B2B2C best practices to your own personalized case study. You won't have to "figure it out" after the training because we'll do it together in the classroom.



### OUTCOMES VS. PROBLEMS

#### Never Miss the Target for Strategic Value!

When everything is centered around customer business outcomes, their biggest problems find you. It's a clever shortcut that makes it easier for you to build, market, sell and deliver solutions with strategic value from the top down or bottom up.



### B2B SPECIALIZATION

#### Same Principles, Different Practices!

Uncovering and meeting market needs is universal. Unlike our competitors though, we've fine-tuned those principles to meet the specific needs of B2B/B2B2C organizations. You'll learn how to understand the customer organization from the top down, not just users. The result: you'll build, market, sell and deliver **solutions** (for users) that have guaranteed value all the way up the ladder to the C-suite.