

THE SCHOOL OF PRODUCT MARKETING



501 ADVANCED PORTFOLIO MARKETING

Grow Market Share & Wallet Share in Your Most Lucrative Markets!

COURSE OVERVIEW

Pre-requisite: 101 Basic Product Marketing

Skills to Grow Market/Wallet Share in Named Segments

The strategic value of your portfolio is greater than the sum of your products. Learn how to create a portfolio marketing strategy that fences your salesforce into the most lucrative market segments. Grow market share and wallet share by creating and mobilizing the customer's version of your value story. Engage the economic buyer and see higher quality pipelines.

- » *Live Virtual Classroom: Four Half-Day Sessions*
- » *Onsite: 2 Days*

COURSE TAKEAWAYS



- » Strategy to fence the salesforce into your most lucrative markets.
- » Positioning that makes buyers the centerpiece, not the product.
- » A value story that's easy for sales to understand and repeat.
- » Defining your unique differentiation around customer outcomes.
- » Using the buyer's version of your value story to create demand.
- » Certification included.



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SESSION 1

4 Hours

Introduction to Advanced Portfolio Marketing

LESSON 1: Advanced Market Sizing & Opportunity Analysis

LESSON 2: Creating a Portfolio Heat Map

LESSON 3: Creating Executive Personas

LESSON 4: Analyzing Quantitative Portfolio S.W.O.T.

LESSON 5: Analyzing Qualitative Portfolio S.W.O.T.

SESSION 2

4 Hours

LESSON 6: Competitive S.W.O.T. Analysis by Market Segment

LESSON 7: Facilitating Customer/Industry Advisory Board Meetings

LESSON 8: Creating Strategic & Operational Business Requirements

LESSON 9: Creating a Customer-Facing Portfolio Value Theme

SESSION 3

4 Hours

LESSON 10: Quantifying & Prioritizing Market Segment Opportunities

LESSON 11: Creating a Portfolio Marketing Strategy & Roadmap

LESSON 12: Creating Market Segment Positioning

SESSION 4

4 Hours

LESSON 13: Creating Industry/Segment Marketing & Sales Tools

LESSON 14: Structuring Product Marketing for Segment Growth

LESSON 15: Getting Started

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 with hands-on learning.



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.