

# CUSTOMER OUTCOME FRAMEWORK FOR B2B

One View of the Customer | No Silos | No Conflicting Priorities



## UNDERSTAND YOUR TARGET CUSTOMERS

Top-Down Discovery:

- » Target Customer Market Dynamics
- » Strategic, Operational and Tactical Priorities & Outcomes
- » Obstacles & Consequences
- » Success Metrics

## ALIGN TO YOUR STRATEGIC & FINANCIAL GOALS



## PLAN & EXECUTE

### PRODUCT MANAGEMENT

- Portfolio Strategy
- Product Roadmaps
- Sprint Planning
- A circular diagram showing the product development cycle. It consists of four stages: DESIGN (top), VALIDATE (right), BUILD (bottom), and TEST (left). Arrows connect the stages in a clockwise direction: DESIGN to VALIDATE, VALIDATE to BUILD, BUILD to TEST, and TEST back to DESIGN.
  - Readiness & Rollout

### PRODUCT MARKETING

- Solution Roadmaps
- Positioning
- Marketing Materials
- Sales Enablement
- Product Launch
- Demand Generation

### SALES

- Pipeline Building
- Qualification
- Sales Plan
- Presentation & Demo
- Contract Negotiations

### CUSTOMER SUCCESS

- On-Boarding
- Strategic Account Plans
- Success Metrics
- Account Roadmaps
- Account Reviews

## PRODUCT MANAGEMENT TRAINING



### LEAD MORE. REACT LESS!

When you know your target customers better than everyone else, you're in the driver's seat, which means reacting a lot less! Product management training and certification on basic product management and advanced portfolio management skills. Reactive is no longer the rule. It's the exception. Customer outcomes simplify everything!

## PRODUCT MARKETING TRAINING



### EASIER TO SELL. EASIER TO BUY!

Learn how to make your products easier for salespeople to sell. It makes them easier for customers to buy! Basic product marketing and advanced portfolio marketing courses & certification for B2B. Remember, it's the best story, not always the best product, that wins. Customer outcomes simplify everything!

## PRODUCT DEMO TRAINING



### THEY BUY BECAUSE YOU UNDERSTAND THEM!

The presenter is your differentiation! Prospects don't buy because they understand you. They buy because you understand them. Software demo training & certification that makes complex products look simple. Learn how to demonstrate business outcomes, obstacles and solutions instead of problems, features and benefits.

## CUSTOMER SUCCESS TRAINING



### LEADING STRATEGICALLY VS. REACTING TACTICALLY!

You're no longer the customer laundry-list manager with a quota. Learn value skills for managing your accounts strategically by helping customers define measurable success and leading them to their desired outcomes. Customer Success training and certification on value skills for growing account revenue and retention.