



PRODUCT MANAGEMENT FRAMEWORK

Build, Market, Sell & Deliver Strategic Customer Outcomes



**TARGET
MARKETS**

DETERMINE:

- Market Segments
- Team Structure & Roles
- Portfolio S.W.O.T.
- Competitive S.W.O.T.



**TARGET
CUSTOMERS**

IDENTIFY:

- Business Goals
- Obstacles
- Priorities
- Success Metrics



**MARKET
OPPORTUNITIES**

DETERMINE:

- Short-Term Revenue
- Longer-Term Growth
- Quantifiable Market Value
- Priorities



**STRATEGIC
PRIORITIES**

UPDATE:

- Product Roadmaps
- Portfolio Roadmap
- Product Marketing Roadmap
- Market Segment Positioning



**BUILD &
DELIVER**

EXECUTE:

Release Priorities:



Go-to-Market Readiness

Customer On-boarding

Product Positioning

Marketing Materials

Demand Generation

Sales Enablement

EXECUTE:



**MARKET
& SELL**



TRAINING COURSES & CERTIFICATION



PRODUCT MANAGEMENT TRAINING

Lead More. React Less!

Basic product management and advanced portfolio management courses & certification for B2B. Reactive is no longer the rule. It's the exception. Customer outcomes simplify everything!

Self-paced online, onsite, and live virtual.



PRE-SALES PRODUCT DEMO TRAINING

They Buy Because You Understand Them!

Prospects buy because you understand them, not the other way around. Pre-sales Demo Skills & Certification for B2B software that makes your presenters the key point of differentiation!

Self-paced online, onsite, and live virtual.



PRODUCT MARKETING TRAINING

The Best Story (Not Always the Best Product) Wins!

Basic product marketing and advanced portfolio marketing courses & certification for B2B. Value stories make your products easier to sell which means they're easier for customers to buy!

Self-paced online, onsite, and live virtual.



CUSTOMER SUCCESS TRAINING

Leading Strategically vs. Reacting Tactically!

Manage your accounts strategically by helping customers define measurable success and leading them to it. Customer Success Value Skills & Certification for growing account revenue and retention.

Onsite, and live virtual.