

THE SCHOOL OF PRODUCT MARKETING



101 BASIC PRODUCT MARKETING

Grow Product Revenue. Improve Consistency & Efficiency!

COURSE OVERVIEW

Personalized Hands-On Training For Your Products

When you complete this course you'll know exactly what good product marketing looks like for your team because we'll do it together in the classroom. Get your team on the same page with a common baseline of skills, best practices, terminology, and artifacts. 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.

- » *Live Virtual Classroom: Four Half-Day Sessions*
- » *Onsite: 2 Days*
- » *Self-Study: At Your Own Pace*

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

A clear and consistent definition of WHO simplifies every decision.

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

A holistic view of the customer drives all marketing decisions.

LESSON 3: Facilitate Customer Discovery Meetings

Using customer outcomes to uncover the "real problems."

LESSON 4: Create Outcome-Based Customer Personas

Convince customers you can make them quantifiably better.

SESSION 2

4 Hours

LESSON 5: Create Top-Down Business Requirements

The key to consistently marketing & selling strategic value.

LESSON 6: Create Outcome-Based Competitive Comparisons

Differentiate with customer outcomes instead of features.



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SESSION 3

4 Hours

LESSON 7: Create a Product Marketing Roadmap to Drive Sales

Turn-by-turn directions for driving revenue in your top markets.

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

Differentiate by convincing customers you understand them.

LESSON 9: Create Marketing Materials That Engage Buyers

Speak to buyers in their language and they'll engage you.

SESSION 4

4 Hours

LESSON 10: Create Sales Tools That Improve Credibility

The easier your products are to sell, the easier they are to buy.

LESSON 11: Create the Situational Sales Playbook

Less is more. Guide sales through the most common situations.

LESSON 12: Execute a Successful Rollout & Launch

Don't shortcut the steps that guarantee market success.

LESSON 13: Structure Product Marketing for Success

The perfect complement to product management and sales.

LESSON 14: Get Started

The fastest way to get a few quick wins.

Online Certification Exam

➤ [Enroll in the Self-Study Course](#)

➤ [Request Personalized Training for Your Team](#)

Live Online or Onsite

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

It's The Definition of "Customer" That Changes Everything!

Unlike our competitors, we've fine-tuned traditional value principles to meet the specific needs of B2B/B2B2C organizations where you have to go far beyond the users. You'll learn how to understand the customer organization from the top down so you can build, market, sell and deliver **solutions** (for users) that have guaranteed value all the way up the ladder to the department heads and the C-suite.