

Pragmatic Marketing Framework™

A Market-Driven Model for Managing and Marketing Technology Products

STRATEGIC

TACTICAL

Business Plan Positioning Marketing Plan

Market Problems Market Definition Pricing Buying Process Customer Acquisition

Win/Loss Analysis Distribution Strategy Buy, Build or Partner Buyer Personas Customer Retention

Distinctive Competence Product Portfolio Product Profitability User Personas Program Effectiveness

MARKET STRATEGY BUSINESS PLANNING PROGRAMS READINESS SUPPORT

Competitive Landscape Product Roadmap Innovation Requirements Launch Plan Sales Process Presentations & Demos

Technology Assessment Use Scenarios Thought Leadership Collateral "Special" Calls

Status Dashboard Lead Generation Sales Tools Event Support

Referrals & References Channel Training Channel Support

Pragmatic Process

Our name says it all. The Pragmatic Marketing Framework defines the roles and responsibilities for technology product management and product marketing teams at thousands of companies worldwide.

Global Experience

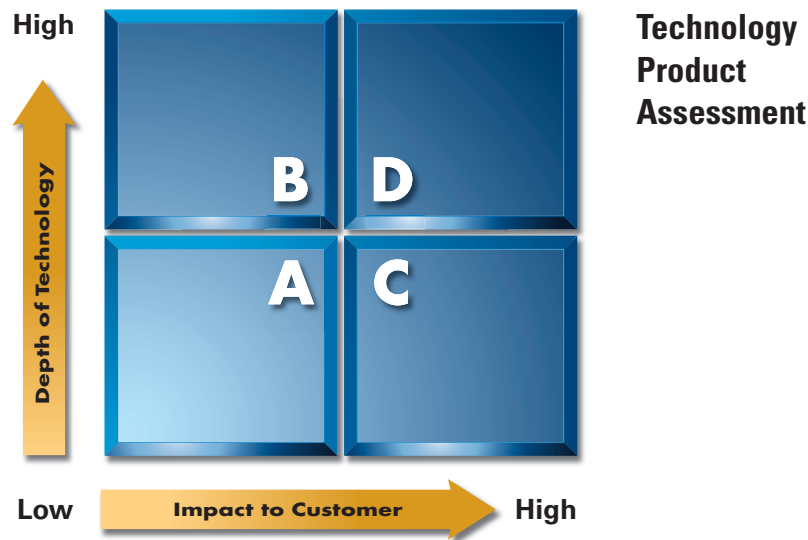
Since 1993, our team has trained more than 80,000 product management and marketing professionals at 7,000 companies on six continents.

Satisfied Customers

Over the years, we've perfected what it takes to produce the highest quality experience, delivering the largest impact in the shortest possible time. 80% of our new business is word-of-mouth referral from attendees who say it's the best training ever, and leave the seminars with unbridled enthusiasm about the impact they can have on their companies.

Company Recognition

Pragmatic Marketing has been honored multiple times by Inc. magazine as one of the fastest growing private companies in America, and named a Comerica Bank Arizona Company to Watch.



Pragmatic Marketing Rules

1. If product management doesn't do its job, the other departments will fill the void.
2. An outside-in approach increases the likelihood of product success.
3. Time spent on the strategic reduces time wasted on the tactical.
4. The building is full of product experts. Your company needs market experts.
5. Only build solutions for problems that are urgent, pervasive and the market will pay to solve.
6. Your opinion, although interesting, is irrelevant.
7. Don't expect your sales channel to conduct win/loss analysis.
8. The answer to most of your questions is not in the building.
9. Be able to articulate your distinctive competence.
10. Find market segments that value your distinctive competence.
11. Align your distribution strategy with personas and their problems.
12. Every "product" needs product management and a business plan.
13. In the absence of market facts, he who builds the product wins.
14. With positioning, the focus is on what you can do for the buyers.
15. Positioning should be complete before you start developing.
16. You need a positioning document for each buyer persona.
17. Product management owns the message; marketing communications owns the rest.
18. Name the product after positioning is finished.
19. Map your sales process to the buying process.
20. Product management should help sales channels, not individual salespeople.
21. Market problems determine what goes in the product.