Pragmatic Marketing Framework™

A Market-Driven Model for Managing and Marketing Technology Products
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. Every “product” needs product management and a business plan.

12. In the absence of market facts, he who builds the product wins.

13. With positioning, the focus is on what you can do for the buyers.

14. Positioning should be complete before you start developing.

15. You need a positioning document for each buyer persona.

16. Product management owns the message; marketing communications owns the rest.

17. Name the product after positioning is finished.

18. Map your sales process to the buying process.

19. Product management should help sales channels, not individual salespeople.