Pragmatic Marketing Framework™

The market-driven model for managing and marketing technology products

MARKET FOCUS BUSINESS PLANNING PROGRAMS READINESS SUPPORT

COMPETITIVE LANDSCAPE PRODUCT ROADMAP INNOVATION REQUIREMENTS LAUNCH PLAN SALES PROCESS PRESENTATIONS & DEMOS

PRODUCT PORTFOLIO PRODUCT PROFITABILITY USER PERSONAS PROGRAM EFFECTIVENESS

DISTINCTIVE COMPETENCE TECHNOLOGY ASSESSMENT USE SCENARIOS THOUGHT LEADERSHIP COLLABORATION

CHALLENGE ACQUISITION

MARKET PROBLEMS MARKET DEFINITION PRICING BUYING PROCESS CUSTOMER ACQUISITION

BUY, BUILD OR PARTNER BUYER PERSONAS CUSTOMER RETENTION

SALES TOOLS

STATUS DASHBOARD LEAD GENERATION EVENT SUPPORT

SALES

LEAD GENERATION

REMARKS 

DISTINCTIVE COMPETENCE

COMPANY NAME

PRAGMATIC MARKETING®

(480) 515-1411 PragmaticMarketing.com

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Pragmatic Marketing Rules

1. An outside-in approach increases the likelihood of product success.

2. The answer to most of your questions is not in the building.

3. We are all pragmatic marketers.

4. If the product team doesn’t do its job, other departments will fill the void.

5. The building is full of product experts. Your company needs market experts.

6. Win/loss should be done by someone not involved in that sales effort.

7. Your opinion, although interesting, is irrelevant.

8. Only build solutions for problems that are urgent, pervasive and that the market will pay to solve.
