

# Pragmatic Marketing Framework™

The market-driven model for managing and marketing technology products

STRATEGY

EXECUTION

		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	FOCUS	BUSINESS	PLANNING	PROGRAMS	READINESS	SUPPORT
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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



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# Pragmatic Approach

*Our name says it all. Pragmatic Marketing provides practical, actionable training that attendees can implement the day they get back to the office. Our training helps define roles and responsibilities for technology teams, so they can more effectively and efficiently deliver products that resonate.*

## Global Experience

Since 1993, our team has taught more than 100,000 product management and marketing professionals at 7,000 companies on six continents. We have created a growing international community of strategic professionals that are changing the way companies bring successful products to market.

## Satisfied Customers

Our customers are incredibly loyal, and 80% of our new business comes from word-of-mouth referrals from attendees. Students leave our courses enthusiastic about the impact they can have on their companies and ready to use the knowledge, tools and templates we provide.

## Industry Leaders

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. Our instructors are considered technology thought leaders in product management and marketing, and are often asked to present at industry events and write for leading publications.

# 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.
9. Positioning focuses on the problems you solve.
10. Create a separate positioning document whenever the personas' problems are different.
11. Name the product after positioning is finished.
12. Positioning drives execution.

