

Pragmatic Marketing Framework™

A Market-Driven Model for Managing and Marketing Technology.

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
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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 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

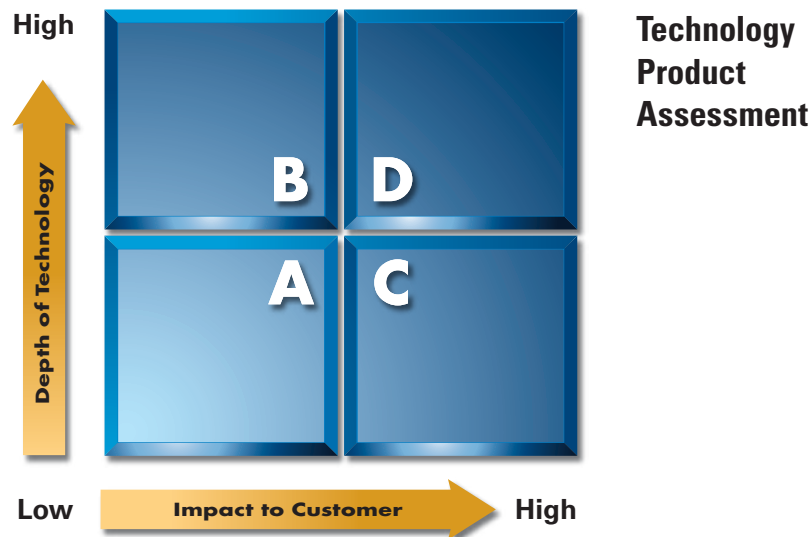
Since 1993, our team has trained over 60,000 product management and marketing professionals at 4,500 companies in more than 20 countries.

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.