



Learn Advanced Product Management, Product Marketing & Sales Enablement Skills for B2B

Make Customers Measurably Better at What They Do. Grow Profitably Doing It.

Where Are We Going?	How Will We Get There?	Why Will We Succeed?
 <p>Markets & Customer Goals Course <i>A vertical market approach to growth that's centered on the strategic business goals of your target customers.</i></p>	 <p>Opportunities & Priorities Course <i>A customer goal approach to strategy and planning that aligns products, marketing, sales and services to customer success metrics.</i></p>	 <p>Build & Deliver Course <i>A customer success approach to building and delivering tactical solutions with strategic value.</i></p>  <p>Market & Sell Course <i>An industry/business credibility approach to marketing and sales enablement.</i></p>  <p>Present & Demo Course <i>An industry/business consulting approach to presentations and demos.</i></p>
 <p>Certification: <i>It's like getting your MBA in B2B Product Management, Product Marketing & Sales Enablement!</i></p>		