

# BASIC PRODUCT MARKETING SKILLS

Generate More Revenue from Existing Products!



Proficientz

## YOU WON'T HAVE TO "FIGURE IT OUT" AFTER THE TRAINING

*Hands-on, how-to learning that's personalized to your products, markets and business model.*

## UNIQUELY PROFICIENTZ

*A customer goal (versus problem) approach that guarantees you're building, marketing and selling solutions with quantifiable impact on the strategic business goals of your target customers.*

[LEARN MORE](#)

## B2B CERTIFICATION

*Push yourself outside the boundaries of traditional product marketing and [get certified](#) on best practices that are uniquely valuable in B2B.*



## COURSE MODULES INCLUDED

[Markets & Customer Goals](#)

[Opportunities & Priorities](#)

[Market & Sell](#)

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## COURSE OVERVIEW

**Get Everyone on the Same Page** – If your product marketing team is new or recently reorganized with a mix of skills and experience, this two-day **hands-on, how-to workshop** will get everyone on the same page. Your team will come away with a common baseline of best practices, terminology and tools that will result in stronger product positioning, more effective rollouts and a credible salesforce that can articulate business value.

## DAY 1 AGENDA

**Day 1 Theme:** Understand your target customers as well as they understand themselves so that your value propositions never miss the mark regardless of the audience!

- Basic **market segmentation** techniques so that marketing and sales operate under a common definition of “target markets.”
- **Organizational personas** that paint a picture of the customer organization from the top down so that all marketing and sales dialogues speak directly to business goals and priorities that are strategic to your target customers.
  - You'll love the simple one-page format.
- **What do good business and market requirements look like?** They're a representation of WHAT your target customers are doing and WHY, without any regard to your products.
  - You get to be the customer and create strategic, operational and tactical business requirements from their perspective so that you have a “can't miss” target for your value messages.
- **Basic competitive analysis** that does away with the feature matrix in favor of user job task scenarios that highlight your strengths and weaknesses and the subsequent positioning required.

At the end of day 1, you'll be able to answer the following questions:

1. **WHO** are our target customer (a common definition)?
2. **WHAT** are they trying to accomplish and **WHY**?
3. **WHAT's** stopping them & **WHY**?
4. **WHAT** are they doing about it?
5. **WHAT** metrics do they use to measure success?

## TOOLS & TEMPLATES

*Paint-by-Numbers Simplicity*

*Examples to Follow*

*Online Video Instruction*

*Click the Framework Activity,*

*Get the Template*

ENROLL IN ONLINE TRAINING

## DAILY AGENDA (ONSITE)

*Optional Breakfast: 8:30*

*Start Class: 9:00*

*Break: 10:15*

*Lunch: 12-1:00*

*Break: 2:15*

*Break: 3:45*

*Adjourn: 5:00*

## IDEAL PARTICIPANTS

*VPs & Directors*

*Product Marketing Managers*

*Industry/Market Managers*

*Sales*

*Product Management*

## CONTACT

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## DAY 2 AGENDA

### Day 2 Themes:

1. More WHO, WHAT & WHY in your positioning vs. HOW.
2. Consistency in creating powerful sales and marketing tools.
  - Learn a **tiered positioning framework** that communicates:
    - Strategic value to executives
    - Operational value to department heads
    - Tactical job value to managers and users
  - Learn how to **create product positioning** that generates more quality leads and opens doors for salespeople at the decision-maker level.
  - Learn how to **create marketing materials and sales tools** that communicate consistent value messages across all platforms.
  - Learn how to create **conversational positioning statements** that are more powerful because your buyers won't have to interpret them.
  - Learn how to **train sales teams to be more consultative** by making them more knowledgeable on the business of the customer.
  - Learn how to **create sales conversation guides** and battle cards that make salespeople more credible with insightful discovery questions and informative talking points.
  - Learn how to **develop sales campaigns and lead generation activities** that lead with customer business goals (instead of products) to improve response rates.
  - Learn how to do more **thought leadership marketing** with best-practice white papers that shape the thinking of your target customers.

At the end of this workshop, you'll know **HOW** to create consistent and powerful positioning for marketing and sales purposes that accomplishes three things:

1. Convince target customers your products can make them measurably better in ways that have strategic value to their organization.
2. Improve the business credibility of your sales team.
3. Generate more revenue from existing products.

# THE PROFICIENTZ DIFFERENCE



Deliver, Market & Sell Greater Strategic Value

Proficientz

## Hands-On, How-To Training



## You Won't Have to "Figure it Out" After the Training!

80% of every [instructor-led](#) and [online](#) training course consists of hands-on exercises and role-play scenarios that reflect your real-world. Hands on, how-to training for your products, your markets and your business model. You'll know exactly **what** to do and **how** to do it after the training because we'll do it together first in the classroom, real or virtual.

## Stop Looking for Customer Problems!

Ultimately, your products are going to solve customer problems but building your product management & marketing discipline on a problem-based framework is risky. You can solve legitimate customer problems that have no strategic value to the customer organization.

Proficientz has developed the only [B2B product management framework](#) that cuts to the chase. You'll learn a can't miss approach that makes the **top-down business goals of your target customers** the focal point) of your product, marketing and sales functions. All you have to do is find and eliminate the biggest obstacles standing in their way and you'll never miss the mark.



## No More Silos and Competing Priorities!

What's best for every product isn't always best for the customer. Proficientz offers the only framework that's designed specifically for managing, marketing and selling a B2B portfolio of business solutions.

Since most of your products target the same markets and customers, you'll learn how to use portfolio strategies to align all products to a common set of strategic goals and priorities of your target customers. That way, you can rest assured that your products are collectively delivering maximum market value.

