

# ADVANCED PORTFOLIO MARKETING

*Market & Sell Differentiating Portfolio Value!*



Proficientz

## UNIQUELY PROFICIENTZ

1. *Personalized Training*
2. *Outcomes vs. Problems*
3. *B2B/B2B2C Specialization*

### 1. PERSONALIZED TRAINING

**Hands-on**, how-to learning that's personalized to your products, your markets and your business model. You'll know exactly what good looks like for you!

### 2. OUTCOMES vs. PROBLEMS

You'll never miss the target for strategic value when everything is centered on **customer outcomes**. It's a simple shortcut that brings the customer's biggest problems to you.

### 3. B2B/B2B2C SPECIALISTS

Focus on creating successful customers. Successful products will be the result! Learn how to deliver **multi-product solutions** that have more quantifiable customer value than any single product can deliver on its own.

INSTRUCTOR-LED TRAINING

ON-DEMAND TRAINING

## LESSON PLAN

**Differentiate Your Portfolio to Accelerate Growth** – Eliminate fragmented and tactical messaging in favor of a cohesive value story that's specific to each market segment. In this two-day **hands-on, how-to workshop**, you'll learn how to market and sell to the strategic aspirations of your target customers so that you consistently communicate differentiating value. Products and features play the role of proof points.

### SESSION 1 4 hours (Zoom Meeting)

*Introduction to B2B Portfolio Management*

**Lesson 1:** Advanced Market Segmentation, Sizing & Opportunity Analysis

**Lesson 2:** Portfolio SWOT Analysis by Market Segment

**Lesson 3:** Uncovering Strategic Customer Requirements

### SESSION 2 4 hours (Zoom Meeting)

**Lesson 3:** *Continued*

**Lesson 4:** Portfolio Competitive Analysis

### SESSION 3 4 hours (Zoom Meeting)

**Lesson 5:** Creating a Customer-Facing Portfolio Vision

**Lesson 6:** Quantifying & Prioritizing Market Segment Opportunities

**Lesson 7:** Creating a Portfolio Marketing Strategy & Roadmap

### SESSION 4 4 hours (Zoom Meeting)

**Lesson 8:** Positioning the Strategic Value of Your Portfolio

**Lesson 9:** Creating Marketing Materials & Sales Tools That Showcase Your Portfolio Differentiation

## A Framework for Building, Marketing, Selling & Delivering Strategic Customer Value



### Deliver Solutions That Make Customers Measurably Better at Mission-Critical Business Processes

That’s what makes the Proficientz Framework unique. It’s the only framework that makes the top-down business priorities of your target customers the focal point of product management, product marketing, sales and customer success teams. It’s a can’t-miss approach for consistently delivering a portfolio of solutions with strategic customer value.

### Continuity From a Single Framework Accelerates Your Maturity!

1. **Basic** – Build, market, sell and deliver **products** that make users quantifiably better at their job.
2. **Intermediate** – Build, market, sell and deliver **multi-product solutions** that make customer departments quantifiably better at their business function.
3. **Advanced** – Build, market, sell and deliver a **portfolio** of vertical market business solutions that give the customer organization a competitive edge in its industry.

#### CONTACT

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