

BASIC PRODUCT MARKETING SKILLS

Generate More Revenue from Existing Products!



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

Get Everyone on the Same Page – If your product marketing team is new or recently reorganized, this two-day **hands-on, how-to workshop** will establish a common baseline of skills, best practices, terminology and tools that result in stronger product positioning, more effective rollouts and a credible salesforce that knows how articulate business value better than the competition.

SESSION 1 4 hours (Zoom Meeting)

Introduction to B2B Product Marketing

Lesson 1: Basic Market Segmentation

Lesson 2: Target Customer Footprint & Personas

Lesson 3: Outcome-Based Business Requirements

SESSION 2 4 hours (Zoom Meeting)

Lesson 3: Continued

Lesson 4: Situational Competitive Analysis

SESSION 3 4 hours (Zoom Meeting)

Lesson 5: Creating a Product Marketing Roadmap to Drive Sales

Lesson 6: Quantifying & Prioritizing Your Roadmap

Lesson 7: Positioning a Product/Solution

SESSION 4 4 hours (Zoom Meeting)

Lesson 7: Continued

Lesson 8: Creating Marketing Materials

Lesson 10: Creating Sales Tools

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!

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

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