Market Problems
Discover problems in the market by interviewing customers, recent evaluators and untapped, potential customers. Validate urgent problems to show their pervasiveness in the market.

Win/Loss Analysis
Understand why recent evaluators of the product did or did not buy and what steps they took in the buying process.

Distinctive Competencies
Articulate and leverage the organization’s unique abilities to deliver value to the market.

Competitive Landscape
Identify competitive and alternative offerings in the market. Assess their strengths and weaknesses. Develop a strategy for winning against the competition.

Asset Assessment
Inventory your assets (technical, skills, services, patents, other) and determine ways that they can be leveraged.

Market Definition
Map needs with target markets and analyze the market segments to actively pursue. Ensure that the targeted segments are large enough to support the current and future business of the product.

Distribution Strategy
Determine which channels best align with your markets’ buying preferences.

Product Portfolio
Integrate products into a coherent portfolio of products focused on the market. Manage the portfolio like a "product" (business plan, positioning, buying process, market requirements and marketing plan).

Product Roadmap
Illustrate the vision and key phases of deliverables for the product. The roadmap is a plan, not a commitment.
**Planning**

**Positioning**
Describe the product by its ability to solve market problems. Create internal positioning documents that will be used to develop external messages focused on each key buyer or persona.

**Buyer Experience**
Research and document the buying process your target personas use to select a product. Understand the barriers that buyers encounter during their selection process.

**Buyer Personas**
Define the archetypical buyers involved in the purchasing of your products and services.

**User Personas**
Define the archetypical users of your products or services.

**Requirements**
Articulate and prioritize personas and their problems so that the appropriate products can be built.

**Use Scenarios**
Illustrate market problems in a “story” that puts the problem in context. Use scenarios are one component of requirements.

**Stakeholder Communications**
Manage proactive communications with relevant stakeholders from strategy through execution.

**Programs**

**Marketing Plan**
Articulate the strategies and tactics for generating awareness and leads for the upcoming fiscal period, including key programs and events with measurements and goals.

**Revenue Growth**
Define the specific plans and budgets for selling products and services to new customers.

**Revenue Retention**
Define the specific plans and budgets for ensuring customer loyalty as well as selling products and services to existing customers.

**Launch**
Measure and tune product marketing programs to ensure alignment with corporate goals.

**Awareness**
Develop programs to raise the profile and awareness of your brand within strategic market segments to bring more prospects into your funnel.

**Nurturing**
Develop programs to move prospects quickly and effectively through the funnel, with the objective of turning prospects into satisfied customers.

**Advocacy**
Identify customers who are willing to give testimonials, case studies and references and amplify their voice in the market.

**Measurement**
Measure and tune product marketing programs to ensure alignment with corporate goals.

**Enablement**

**Sales Alignment**
Use your market knowledge to help sales align their selling process to the way the market wants to buy.

**Content**
Develop relevant content to be used for all go-to-market channels and materials.

**Sales Tools**
Create tools for salespeople focused on a specific step of the selling process.

**Channel Training**
Design and deliver training programs to help the sales channels focus on how to sell the product, not how to use it.

**Support**

**Programs**
Provide needed market and solution information to support internal and external marketing programs.

**Operations**
Provide needed market and solution information to support the operations group.

**Events**
Provide needed market and solution information to support marketing events such as conferences, trade shows and webinars.

**Channels**
Provide needed market and solution information to support channel opportunities and activities.