

STRATEGY

		Business Plan	Positioning	Marketing Plan
Market Problems	Market Definition	Pricing	Buyer Experience	Revenue Growth
Win/Loss Analysis	Distribution Strategy	Buy, Build or Partner	Buyer Personas	Revenue Retention
Distinctive Competencies	Product Portfolio	Product Profitability	User Personas	Launch

The Pragmatic Framework™
 The proven blueprint for creating and marketing products people want to buy.

EXECUTION

MARKET FOCUS BUSINESS PLANNING PROGRAMS ENABLEMENT SUPPORT

Competitive Landscape	Product Roadmap	Innovation	Requirements	Awareness	Sales Alignment	Programs
Asset Assessment			Use Scenarios	Nurturing	Content	Operations
			Stakeholder Communications	Advocacy	Sales Tools	Events
				Measurement	Channel Training	Channels

