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What's Ailing Product Professionals?

What's ailing the respondents of our 2017 Product Management and Marketing Survey? These were the common symptoms that popped up as 'always' or 'frequent' occurrences. Salespeople request 46% 42% customized sales tools on an accountby-account basis Difficulty adding innovative features because customers demand the support of old features 35% Must commit to adding features 39% in order to close a deal Launch dates are missed 34% 31% Delivered features aren't being used Sales pipeline is by customers below revenue forecast Marketing team does not deliver an 30% adequate supply of qualified leads Salespeople consciously avoid selling certain products in our portfolio Important features 30% are dropped from each new release 28% Product launches do not meet management expectations