



Pragmatic Framework™

The proven blueprint for creating and marketing products people want to buy

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Pragmatic Framework™

The Pragmatic Framework provides a standard language for your entire product team and a blueprint of the key activities needed to bring profitable, problem-oriented products to market.

MARKET

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.

FOCUS

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.

BUSINESS

Business Plan

Perform an objective analysis of a potential market opportunity to provide a basis for investment. Articulate what you learned in the market and quantify the risk, including a financial model.

Pricing

Establish a pricing model, schedules, guidelines and procedures.

Buy, Build or Partner

Determine the most effective way to deliver a complete solution to an identified market problem. Where you have gaps in your offering, analyze whether to buy, build or partner to complete the solution for your market.

Product Profitability

Monitor and analyze key performance indicators to determine how well the product is performing in the market, how it impacts the company operations, and ultimately, how it contributes to profit.

Innovation

Focus your teams' creative spirit on solving market problems by leveraging your organization's distinctive competencies.

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

Plan, execute and measure effectiveness of strategic launches.

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.



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