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.
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.