The Pragmatic Framework™

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

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

**MARKET**
- Competitive Landscape
- Product Roadmap
- Innovation

**FOCUS**
- Requirements
- Use Scenarios

**BUSINESS**
- Stakeholder Communications
- Advocacy
- Sales Tools

**PLANNING**
- Awareness
- Nurturing
- Content

**PROGRAMS**
- Sales Alignment
- Programs
- Content

**ENABLEMENT**
- Sales Tools
- Events

**SUPPORT**
- Measurement
- Channel Training
- Programs

- **STRATEGY**
- **EXECUTION**
- **MARKET FOCUS BUSINESS PLANNING PROGRAMS ENABLEMENT SUPPORT**