

+ FRESH MARKET RESEARCH PACKAGE

BRING YOUR
TRAINING TO
LIFE

LISTENING TO THE MARKET is one of the cornerstones of the Pragmatic philosophy. But it isn't always easy (or convenient) to find the time to talk to the people who make up your market.

If you're looking to bring one of the Pragmatic Institute Labs to your office, consider adding a Fresh Market Research Package to your lab.

This package provides you with recent and relevant market insights that will enhance your lab and take your success to the next level.

WHY YOU NEED THE FRESH MARKET RESEARCH PACKAGE

Fresh Market Research is the perfect addition to your Pragmatic Lab. A team of NIHITO experts will perform 10 interviews—5 internal and 5 external—and distill the information gathered in these calls to provide you with validated analysis to kick off your lab. We'll integrate the findings into your lab for greater success and understanding. You'll receive interview summaries, transcripts and a detailed presentation of the analysis.

This package requires a 4-week lead time to ensure we gather the best data for you, so make sure you talk to your sales representative today about adding the Fresh Market Research to your Pragmatic Lab.

BENEFITS OF FRESH MARKET RESEARCH

Get brand new insights into your market and products and start your lab off on the right foot.

- ▶ **5 internal interviews** show you what is and isn't working in your organization, and where the disconnects are between your market understanding and the rest of the company.
- ▶ **5 external interviews** show you what is going on in the market today, providing details that can help better inform the lab you're working on.
- ▶ **Interview analysis** puts the information gathered into context for you and your team to better understand and utilize.
- ▶ **Integration into the Lab** ensures that the market data is used in the way it's meant to be used: to improve your products and processes.

+ ADD TO ALMOST ANY PRAGMATIC LAB

Add a Fresh Market Research Package to almost any Pragmatic Lab, including:

- Positioning Lab
- Product Prioritization & Planning Lab
- Product Marketing Roadmap Lab
- Pricing Lab

CUSTOMER TESTIMONIAL

“Pragmatic Institute training has helped me make decisions based on data rather than on anecdotal requests.”

RITESH PAI, SENIOR PRODUCT MANAGER, PUBMATIC

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