Product Management

Focus your business on customer value

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CMO & Head of Products

Outpost24

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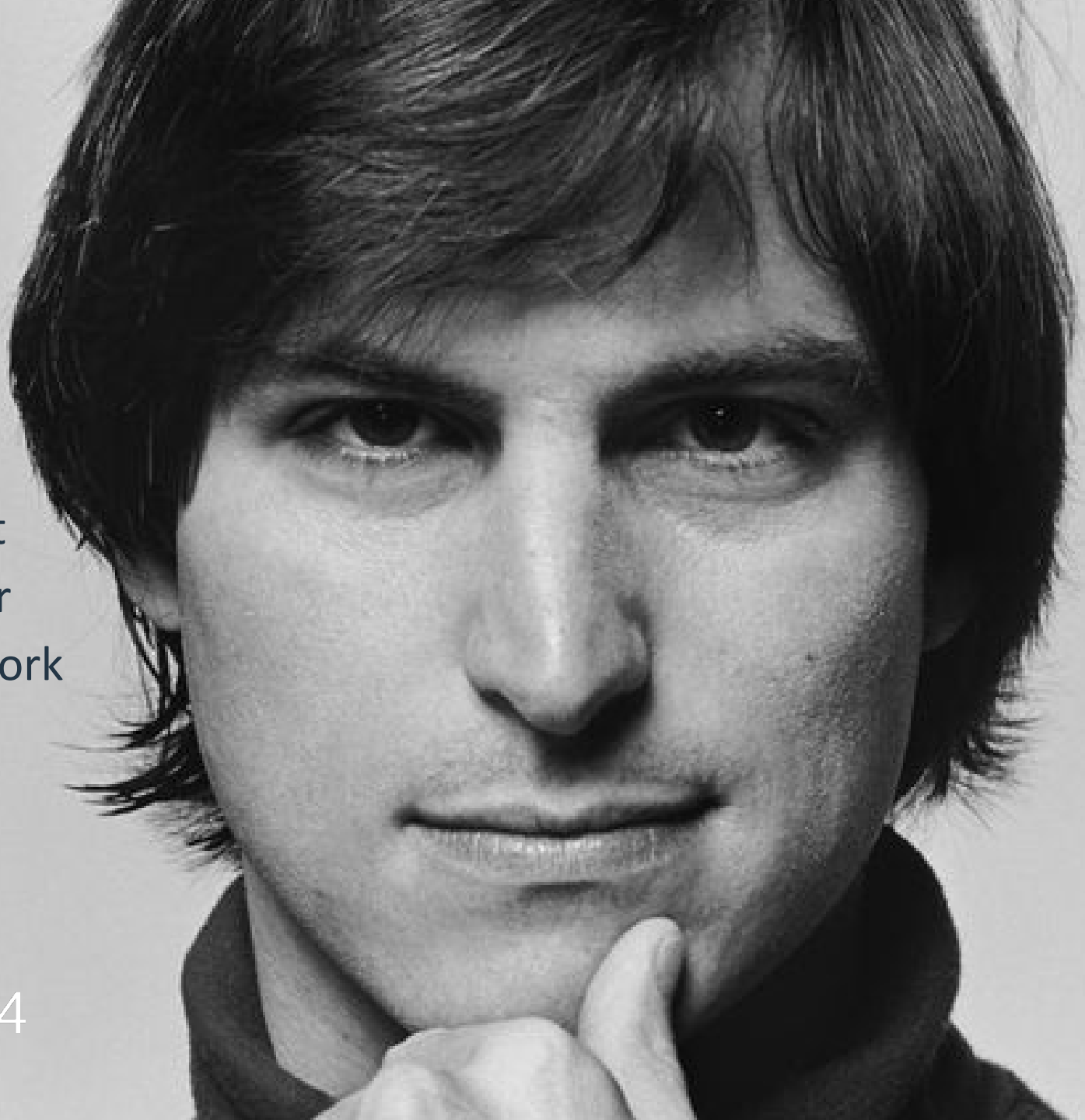
Steve Jobs
WWDC 1997



You've got to start with the customer experience and work backwards to the technology.

You can't start with the technology and try to figure out where you're going to try to sell it.

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The ingredients to grow

Product that solves a problem

Sales team enabled to compete and win

Prospects who know they have the problem you can solve

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My background

I am an engineer by education,

A marketer by occupation

And a product manager by inclination

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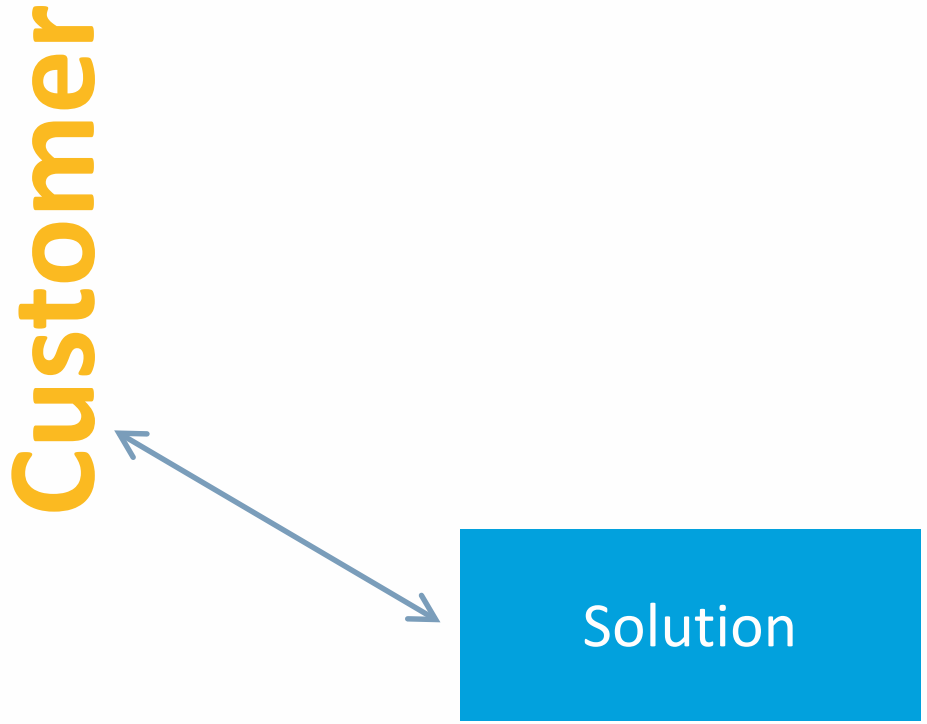
Product management functions



- What are the customer problems
- Are they willing to pay for a solution
- Develop products / services to solve
- Develop go-to-market to guide the organization

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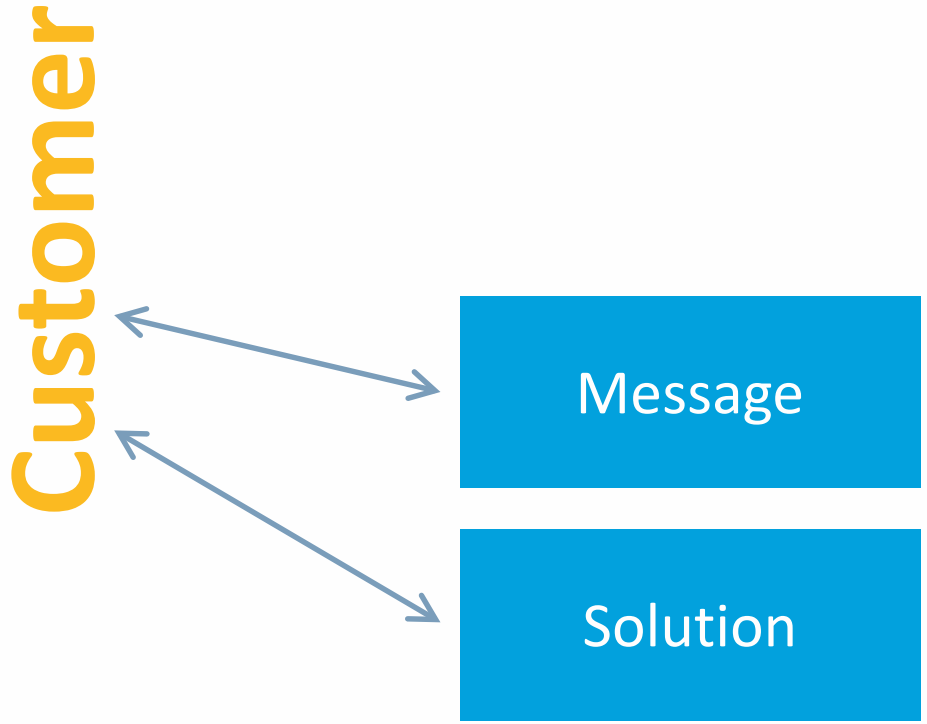
Product management functions



- Is the customer aware they have the problem?
- Who feels the pain of the problem?
- Who ultimately buys the solution?
- Why would they buy?

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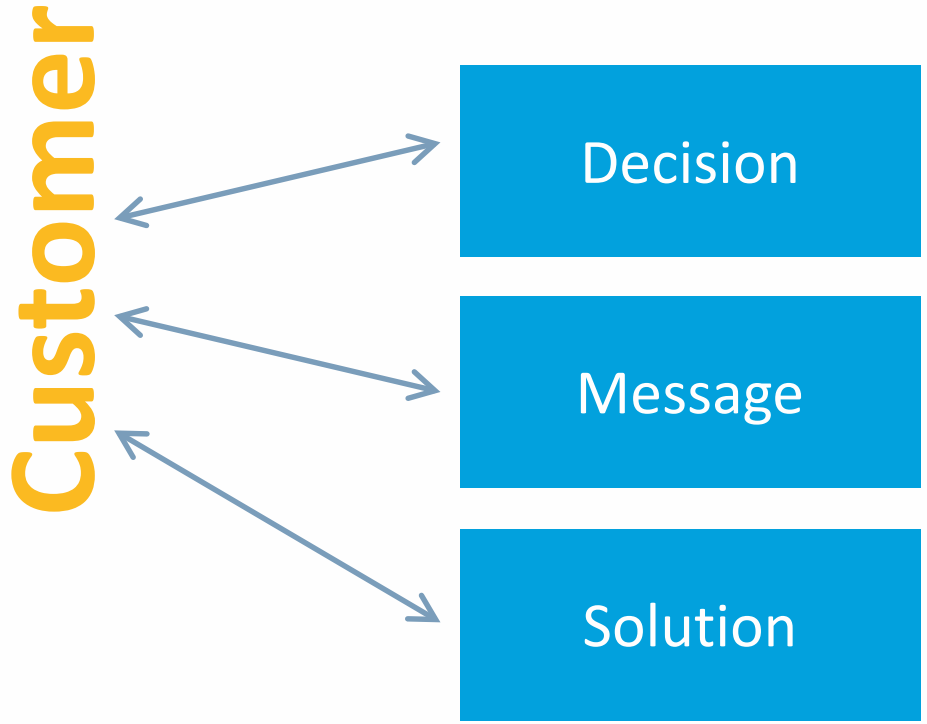
Product management functions



- Can you compete?
- Can you win?
- Can you provide objective evidence of value?

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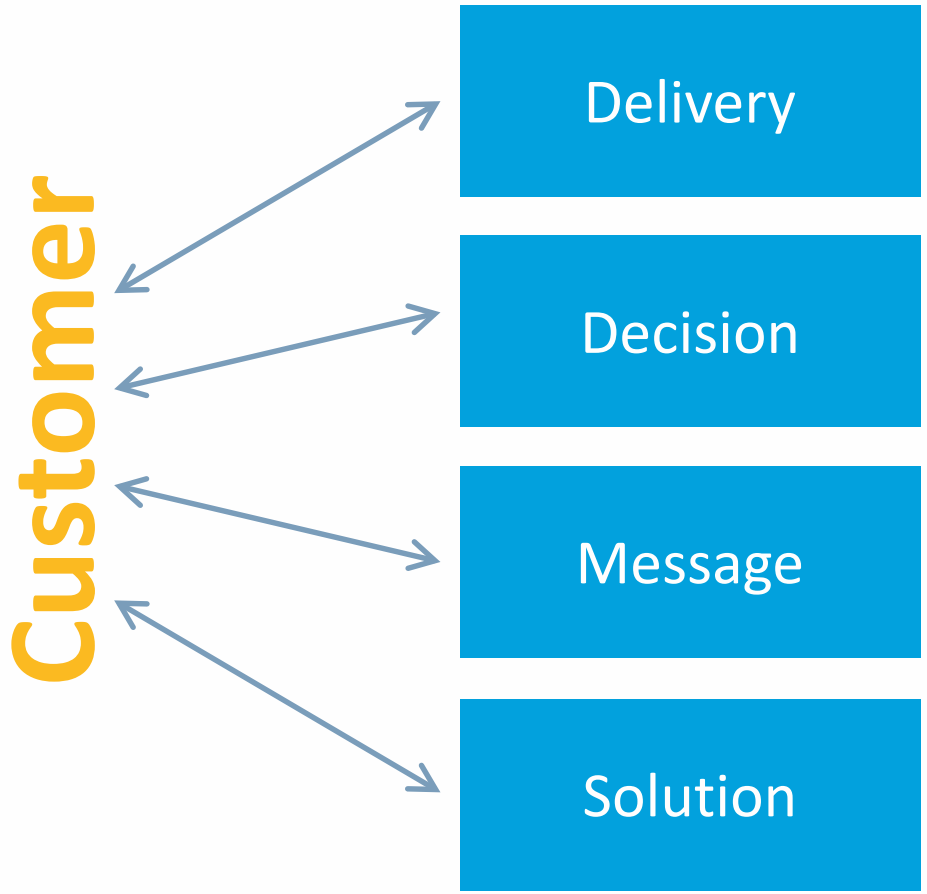
Product management functions



- What is needed to implement the solution?
- What is needed to operate the solution?
- Is the customer satisfied?

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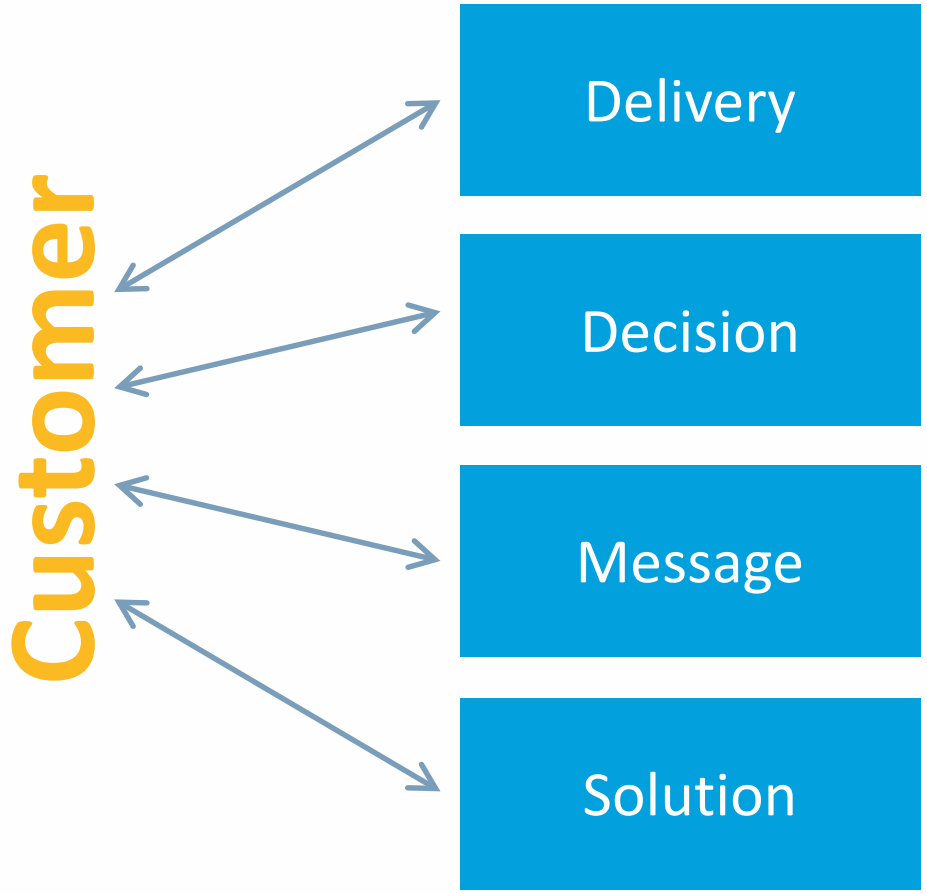
Other department functions



- Customer care
- Service delivery
- Finance

- Sales
- Technical sales

- Marketing
- Product Marketing

- Engineering
- Service delivery
- Finance

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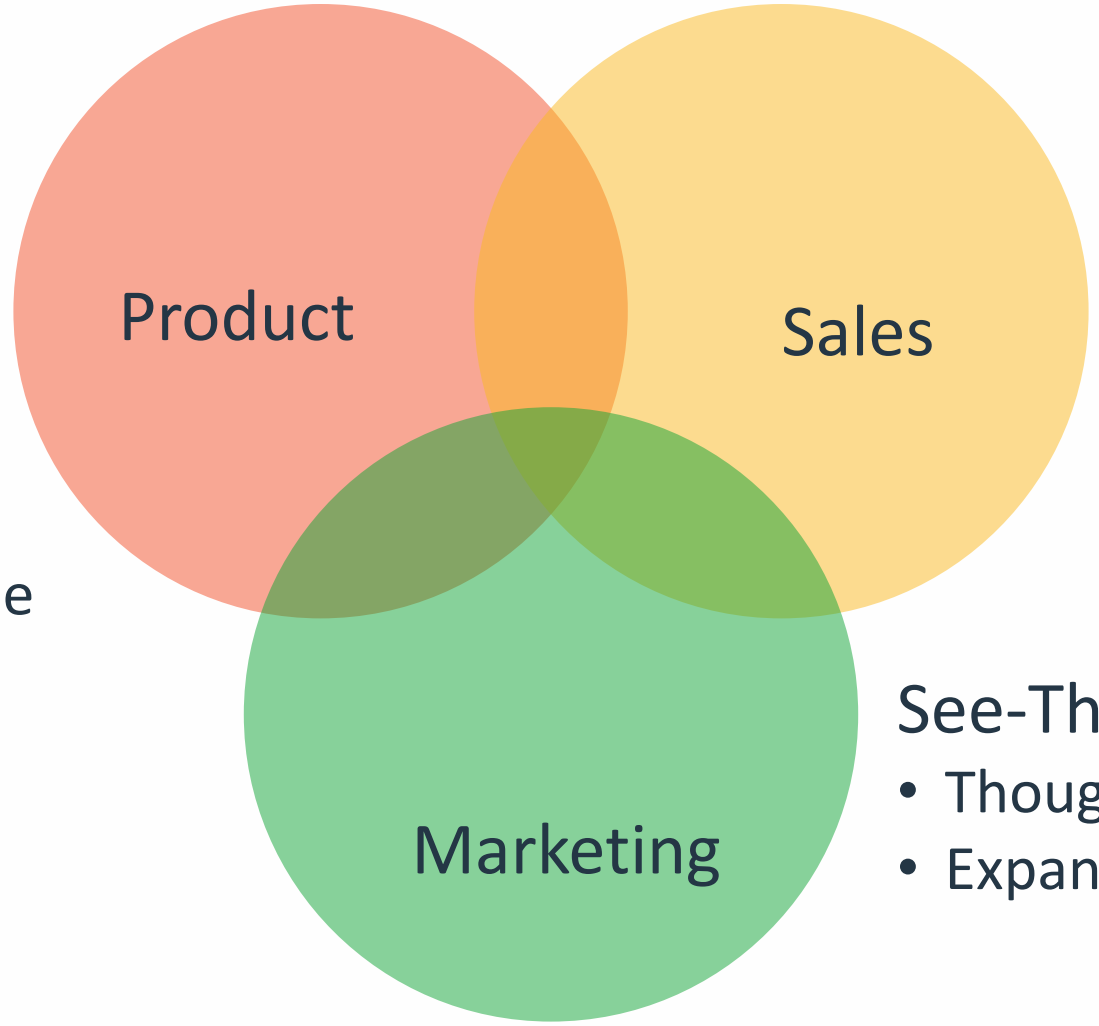
Cover the gaps



Solve problems
- Feasible
- Desireable
- Viable

Value
- Articulate
- Demonstrate
- Prescribe

See-Think-Do
- Thought leadership
- Expand at depth

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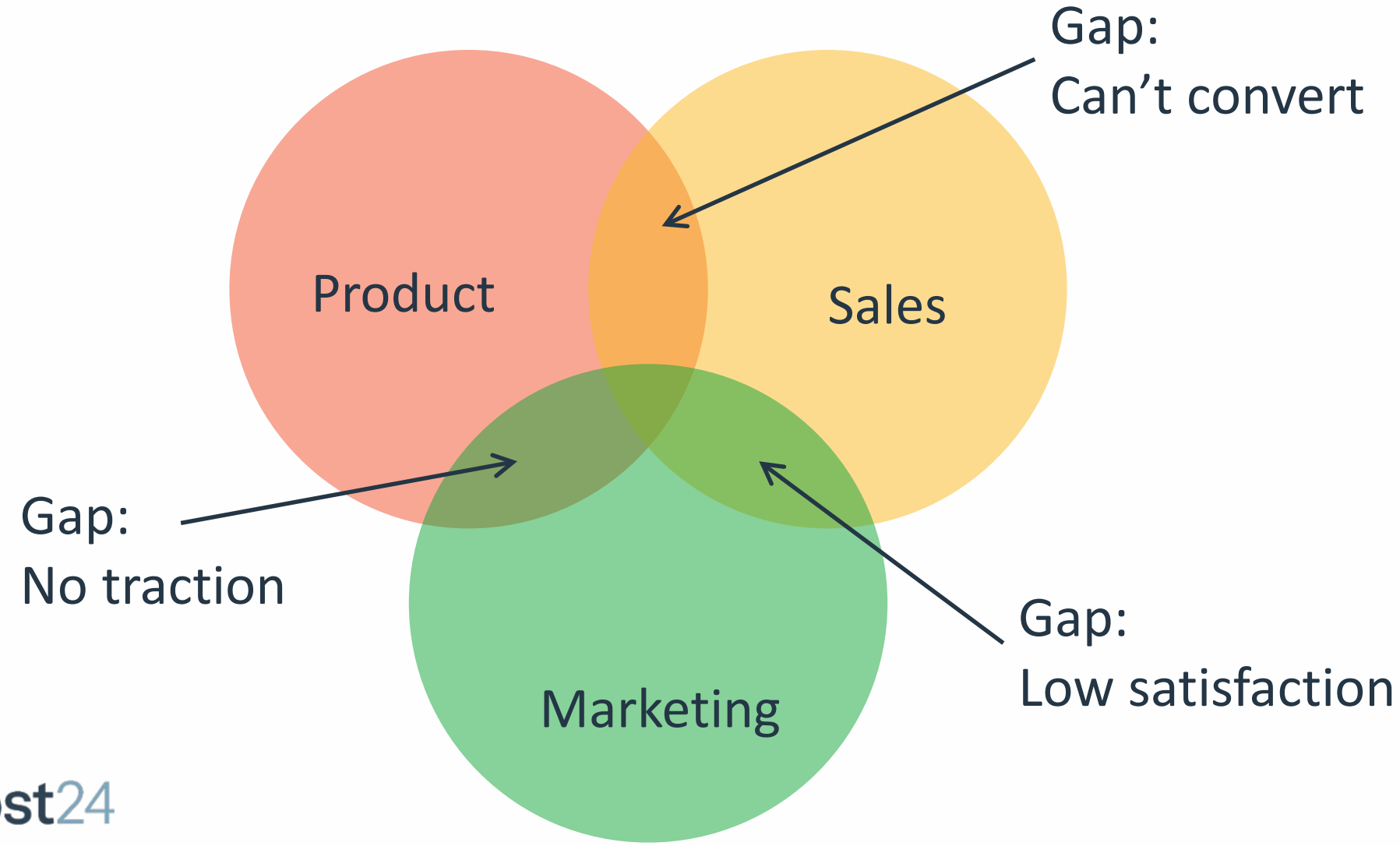
Cover the gaps



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Frameworks

Gartner's Product Management Framework

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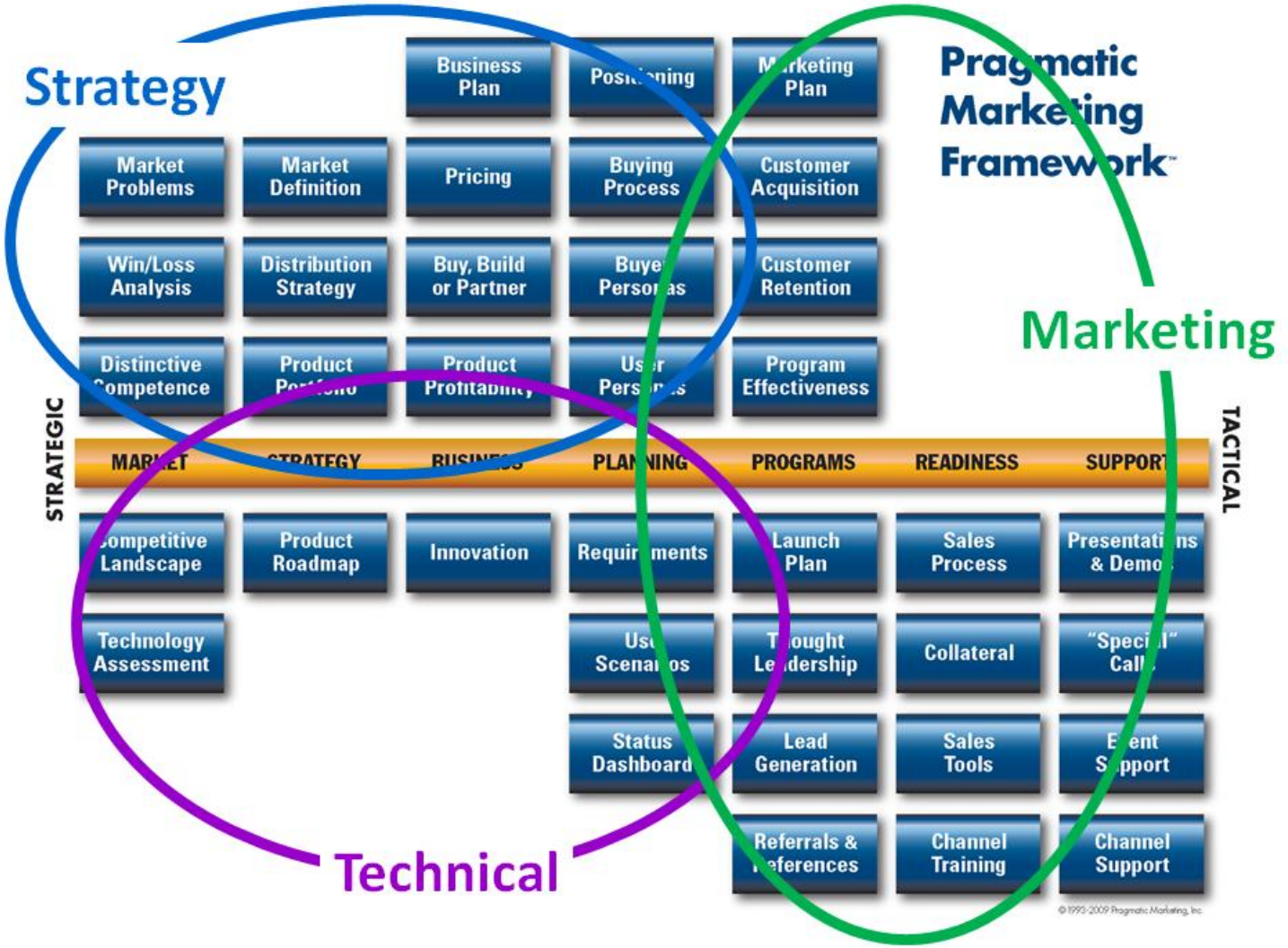
Frameworks

Pragmatic Marketing Triad

pragmaticinstitute.com/framework



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Where to get started

1. Engage customers (ex. win / loss calls)
2. Give a roadmap / strategy talk
3. Review competitive and substitute solutions
4. Write a positioning statement for your marketing team
5. Run a sales workshop

Takeaways

- Gain commitment for a Product Management function
- Start with customer interaction
- Design a support network to sustain / grow skills