

Pragmatic Marketing Framework™

The market-driven model for managing and marketing technology products

STRATEGY

		Business Plan	Positioning	Marketing Plan
Market Problems	Market Definition	Pricing	Buying Process	Customer Acquisition
Win/Loss Analysis	Distribution Strategy	Buy, Build or Partner	Buyer Personas	Customer Retention
Distinctive Competencies	Product Portfolio	Product Profitability	User Personas	Program Effectiveness

MARKET	FOCUS	BUSINESS	PLANNING	PROGRAMS	READINESS	SUPPORT
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Competitive Landscape	Product Roadmap	Innovation	Requirements	Launch Plan	Sales Process	Presentations & Demos
Asset Assessment			Use Scenarios	Thought Leadership	Collateral	"Special" Calls
			Stakeholder Communications	Lead Generation	Sales Tools	Event Support
				Referrals & References	Channel Training	Channel Support

EXECUTION



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A Framework For Marketing Management

Philip Kotler



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