

PMTK Action Model

* Part of the "Strategic Product Management™" seminar.

R E S E A R C H	▼ Product Planning ▼				L E A R N I N G
	Planning▶	Definition▶	Development▶	Maintenance▶	
	<i>Describe market problems and needs</i>	<i>Define solutions to market problems</i>	<i>Build solutions that solve market problems</i>	<i>Sales channels support and product revisions</i>	
	Market Requirements	Features Matrix	Pricing Model	Win/Loss Analysis	
	Use Cases	Product Roadmap	Product Evangelism	Customer Visit	
	▼ Product Marketing ▼				
	Evaluation▶	Strategy▶	Readiness▶	Execution▶	
	<i>Examine opportunities to serve the market</i>	<i>Formulate the market approach</i>	<i>Prepare market tactics and MarCom activities</i>	<i>Deliver value and build competitive advantage</i>	
	Business Case	Corporate Mission	Company Profile	Company Presentation	
	Competitor Analysis	Product Positioning	Product Backgrounder	Product Presentation	
Product Comparison	Value Documents	Collateral Matrix	Lead Generation		
	Market Plan	Launch Plan	Marketing Review		

E X E M P T	▼ Process Efficiency ▼				F O R M A L
	People▶	Decisions▶	Deliverables▶	Learning▶	
	<i>Instill flow and structure at work</i>	<i>Bring closure and secure commitment</i>	<i>Present and share work output</i>	<i>Assess and measure performance</i>	
	Meeting Rules	Decision Making	Generic Templates	Gap Analysis	
	Management By Objectives	Deliverable Sign-Off	Bundle Book	Performance Review	