Blackblot Product Manager's Toolkit® www.blackblot.com

## **PMTK Action-Team Model**

## **▼ Product Planning ▼**

	Planning►	Definition►	Development►	Maintenance►
	Describe market problems and needs	Define solutions to market problems	Build solutions that solve market problems	Sales channels support and product revisions
R	Market Requirements¤	Features Matrix	Pricing Model¤	Win/Loss Analysis
ESEARCH	Use Cases	Product Roadmap	Product Evangelism¤	Customer Visit
	<b>▼ Product Marketing ▼</b>			
	Evaluation▶	Strategy►	Readiness►	Execution►
	Examine opportunities to serve the market	Formulate the market approach	Prepare market tactics and MarCom activities	Deliver value and build competitive advantage
	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◊

Sales Engineer

Product Marketer

MarCom Manager

**Product Planner** 

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