

PMTK Task Model

* Part of the "Strategic Product Manager™" course.

Documents and Tasks				
PMTK Document	(O)wner / (W)riter	Contributor(s)	Audience	Audience Dept.
Product Planning				
Market Requirements				
<p>PRM Market Requirements – Description of the market opportunity, market problem and the resulting market requirements. Part of the "Strategic Product Management for Planners™" course.</p>	Product Planner	Product Architect	Internal	<ul style="list-style-type: none"> • Development • Executive Management • Product Marketing • Product Planning • Program Management • Quality Assurance • Sales Force • User Experience
<p>PRM Product Requirements – High-level description of the functional solution, intended use and the set of features it provides, that addresses the market problem and satisfies needs. Part of the "Strategic Product Management for Planners™" course.</p>	Product Architect	Lead Developer	Internal	<ul style="list-style-type: none"> • Development • Product Planning • Program Management • Quality Assurance
<p>PMTK Market Requirements – Describing the product and the market into which the product will be introduced. An "inclusive" approach in which business information, market and product requirements are all bundled together in the same document.</p>	Product Planner	Product Architect	Internal	<ul style="list-style-type: none"> • Development • Executive Management • Product Marketing • Product Planning • Program Management • Quality Assurance • Sales Force • User Experience
<p>Use Cases – Ways various users put the product to use and under which scenarios.</p>	Product Planner	Product Architect	Internal	<ul style="list-style-type: none"> • Development • Product Planning • Program Management • Quality Assurance
<p>Features Matrix – Managing actual product characteristics.</p>	Product Architect	Product Planner	Internal	<ul style="list-style-type: none"> • Development • Product Planning

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Product Roadmap – Plan or vision that describes a product's evolution.	Product Planner	Product Architect	Internal	<ul style="list-style-type: none"> • Development • Executive Management • Product Marketing • Product Planning • Program Management • Quality Assurance • Sales Force • User Experience
			External	<ul style="list-style-type: none"> • Customers • Sales Channels
Pricing Model – Building a product pricing model. Part of the "Market-Value Pricing™" course.	Product Planner	Product Marketer Product Architect	Internal	<ul style="list-style-type: none"> • Executive Management • Product Marketing • Product Planning • Program Management • Quality Assurance • Sales Force • User Experience
			External	<ul style="list-style-type: none"> • Partners • Sales Channels
Win/Loss Analysis				
Win/Loss Analysis Questionnaire – Process whose output helps to improve products and develop better sales functions.	Product Planner	Sales Engineer	Internal	<ul style="list-style-type: none"> • Executive Management • Product Planning • Program Management • Sales Force
Win/Loss Analysis Report – Process whose output helps improve products and develop better sales functions.	Product Planner	Sales Engineer	Internal	<ul style="list-style-type: none"> • Executive Management • Product Planning • Program Management • Sales Force
Customer Visit – Planning customer visits with the intent of better understanding their needs.	Product Planner	Sales Engineer	Internal	<ul style="list-style-type: none"> • Product Planning

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Product Marketing				
Business Case – Examination of a potential market opportunity on a product level. Part of the "Strategic Product Management for Marketers™" course.	Director of Products (O) Product Marketer (W)	Product Planner Product Architect Sales Engineer	Internal	<ul style="list-style-type: none"> • Development • Executive Management • Product Marketing • Product Planning • Program Management
			External	<ul style="list-style-type: none"> • Investors • Partners
Competitor Analysis – Study of competing companies, partially via their products.	Product Marketer	Product Planner	Internal	<ul style="list-style-type: none"> • Corporate Marketing • Executive Management • Product Marketing • Product Planning • Program Management • Sales Force
Product Comparison – Tabular comparison of competing products.	Product Marketer (O) Product Planner (W)	Product Architect	Internal	<ul style="list-style-type: none"> • Corporate Marketing • Executive Management • Product Marketing • Product Planning • Program Management • Sales Force
Corporate Mission – General business direction and company purpose.	Product Marketer	Director of Products	Internal	<ul style="list-style-type: none"> • Corporate Marketing • Executive Management • Product Marketing • Product Planning • Program Management
			External	<ul style="list-style-type: none"> • Customers
Product Positioning – Clear and focused messages that communicate the product's value proposition to multiple audiences.	Product Marketer	Director of Products Product Planner	Internal	<ul style="list-style-type: none"> • Corporate Marketing • Executive Management • Product Marketing • Product Planning • Program Management

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Documents and Tasks				
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Value Documents				
Sales Axioms – Fundamental concepts the product is built upon.	Product Marketer (O) Product Planner (W)	Product Architect	Internal	<ul style="list-style-type: none"> • Product Marketing • Product Planning
Problem/Solution/Feature/Benefit (PSFB) – Outlining a product's ability to address the overall customer problem by merit of its feature scope and capabilities.	Product Marketer (O) Product Planner (W)	Product Marketer Product Architect	Internal	<ul style="list-style-type: none"> • Product Marketing • Product Planning
Unique Selling Proposition (USP) – Key value differentiator which sets the product apart from other competing products.	Product Marketer	Product Planner	Internal	<ul style="list-style-type: none"> • Product Marketing • Product Planning
Market Plan – Description of the long-term goals, and messages delivered to the target market, relative to a particular product. Part of the "Strategic Product Management for Marketers™" course.	Product Marketer	Product Planner	Internal	<ul style="list-style-type: none"> • Executive Management • Corporate Marketing • Product Marketing • Product Planning • Program Management • Sales Force
Marketing Communications				
Company Profile – Overview description of a company.	Product Marketer (O) MarCom Manager (W)	Product Planner	Internal	<ul style="list-style-type: none"> • Corporate Marketing • Executive Management • MarCom • Product Marketing • Sales Force
			External	<ul style="list-style-type: none"> • Job Applicants • Customers • Investors
Product Backgrounder – Product/service overview information at a glance.	Product Marketer (O) MarCom Manager (W)	Product Planner	Internal	<ul style="list-style-type: none"> • Corporate Marketing • Executive Management • MarCom • Product Marketing • Product Planning • Program Management • Sales Force
			External	<ul style="list-style-type: none"> • Customers

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Collateral Matrix – List of various marketing communications collateral items.	Product Marketer (O) MarCom Manager (W)	Product Planner	Internal	<ul style="list-style-type: none"> • MarCom • Product Marketing • Program Management
Press Release Questionnaire – Eliciting targeted information for creating meaningful press releases.	Product Marketer (O) MarCom Manager (W)	Product Planner	Internal	<ul style="list-style-type: none"> • MarCom • Product Marketing • Program Management
Sales Support				
Company Presentation – Broad overview of a company for internal and external audiences.	Product Marketer	Director of Products	Internal	<ul style="list-style-type: none"> • Corporate Marketing • Executive Management • MarCom • Product Marketing • Sales Force
			External	<ul style="list-style-type: none"> • Customers • Investors
Product Presentation – Broad overview of a product for internal and external audiences.	Product Marketer (O) Sales Engineer (W)	Product Planner	Internal	<ul style="list-style-type: none"> • Executive Management • MarCom • Product Marketing • Product Planning • Program Management • Sales Force
			External	<ul style="list-style-type: none"> • Customers • Investors
Lead Generation – Process to discover and qualify prospective customers.	Director of Sales	Product Marketer MarCom Manager	Internal	<ul style="list-style-type: none"> • MarCom • Product Marketing • Program Management • Sales Force

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Teams and Roles			
Product Management Team Model			
Role	Responsibility	Goal	Expertise
Product Planner (Strategic Role)	Identify and articulating market requirements.	Satisfied product buyers and users.	Market Expert
Product Marketer (Strategic Role)	Generate awareness, differentiation and demand.	Satisfied Sales Force.	Marketing Expert
Sales Engineer (Tactical Role)	Outbound product-centric activities, i.e., pre-sale support and product demos.	Customer knowledge of product value and functionality.	Advocacy Expert
MarCom Manager (Tactical Role)	Conception and copywriting of all collateral material.	Consistent company image and positioning in the marketplace.	Media Expert
Director of Products (Strategic Role)	Balancing corporate goals with long-term market trends and opportunities.	Successful formulation and execution of market and product strategies.	Strategy and Process Expert
Product Definition Team Model			
Role	Responsibility	Deliverable	Expertise
Product Planner (Strategic Role)	Articulate market problem.	Market Requirements Document ("What to solve?")	Market Expert
Product Architect (Tactical Role)	Devise functional solution.	Product Requirements Document ("How to solve?")	Product Expert
Lead Developer (Technical Role)	Design product implementation.	Technical Specification ("How to build?")	Technology Expert