PMTK Action 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*
Market Requirements	Features Matrix	Pricing Model	Win/Loss Analysis
Use Cases	Product Roadmap	Product Evangelism	Customer Visit
▼Product Marketing▼			
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

The left side is labeled **RESEARCH** and the right side is labeled **LEARNING**.

▼Process Efficiency▼			
People▶	**Decisions▶**	**Deliverables▶**	**Learning▶**
Instill flow and structure at work	*Bring closure and secure commitment*	*Present and share work output*	*Assess and measure performance*
Meeting Rules	Decision Making	Generic Templates	Gap Analysis
Management By Objectives	Deliverable Sign-off	Bundle Book	Performance Review

The left side is labeled **EXEMPT** and the right side is labeled **FORMAL**.