

Blackblot® - Product Management Expertise™

<Enter Product
Presentation
Name>

Delivered By <Enter Name>

Session Objective

- <Enter text>
- <Enter text>
- *<Comment: Describe the purpose of this presentation and what key messages the audience will gain from attending. The presentation itself is meant to communicate and prove the messages are valid.>*



Case Study

- <Enter case study name>

- *<Comment: No text is entered here. Verbally describe an actual instance of a customer enduring the market problem. Focus on how the customer's situation worsened and was further exacerbated because the wrong (or no) solution was employed.>*



Agenda

- Market and company
- <Enter product name>
 - Product overview
 - Product features
 - Product value
- Summary



A faint, light gray world map is visible in the background, centered behind the text. The map shows the outlines of continents and major landmasses.

Market and Company

Markets Served

- <Enter text>
- <Enter text>
- *<Comment: List and describe the markets which the company serves. Demonstrate that the company serves markets that the customer is in or is a supplier to.>*



Market Problem

- <Enter text>
- <Enter text>
- *<Comment: Describe the lasting and sizable marketplace situation in which customer needs remain unsatisfied. Present a situation that highlights an area of concern that is relevant to the customer.>*



Market Problem Impacts

- <Enter text>
- <Enter text>
- *<Comment: Concisely describe and explain the effects, complications, implications, and considerations that the market problem has caused customers. State the most acute complication that reinforces a need for corrective action (solution).>*



Company Mission

- <Enter text>
- <Enter text>
- *<Comment: Provide the corporate mission statement - the company's general business direction and depiction of the value customers get. Additional merit information about the company should be included.>*



A faint, light gray world map is visible in the background, centered behind the text.

<Enter product
name>



Product Overview

Product Location

- <Enter text>
- <Enter text>
- *<Comment: Describe the product line or product family or product group the product belongs to. Note common key characteristics and technologies.>*



Product Description

- <Enter text>
- <Enter text>
- *<Comment: Describe via general information the product that is being presented. The product can be shown at this stage, but not demonstrated.>*



A faint, light gray world map is visible in the background, centered behind the text. The map shows the outlines of continents and some internal country borders.

Product Features

Key Product Features

- <Enter text>
- <Enter text>
 - *<Comment: List the product's key features and briefly explain how they solve the market problem.>*



<Enter specific product feature name>

- <Enter text>
- <Enter text>
 - *<Comment: This slide describes in detail a specific product feature. This slide is duplicated as often as needed.>*

Additional Product Features

- <Enter text>
- <Enter text>
- *<Comment: List the product's additional features and briefly explain why they were introduced into the product. Also note how these additional features help to further address the market problem.>*

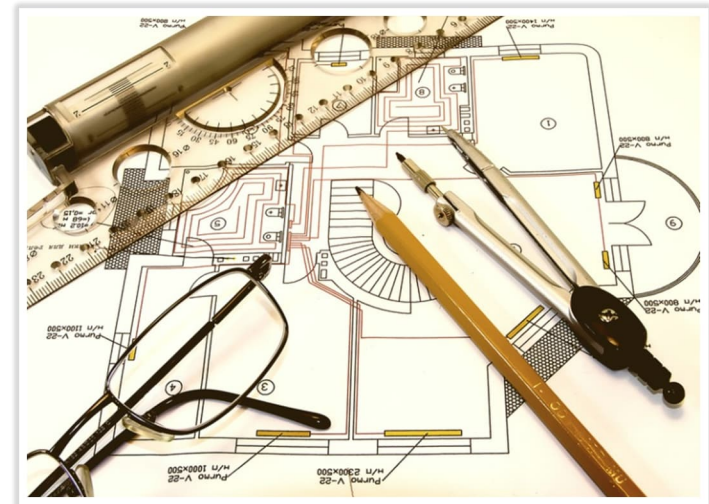


Product Performance

- <Enter text>
- <Enter text>
 - *<Comment: Describe the product's capabilities via quantitative and qualitative data that attest to certain levels of speed, usability, capacity, and scalability, which are important to the customer. Subject to the audience, you may choose numeric, text, and/or graphic representations.>*

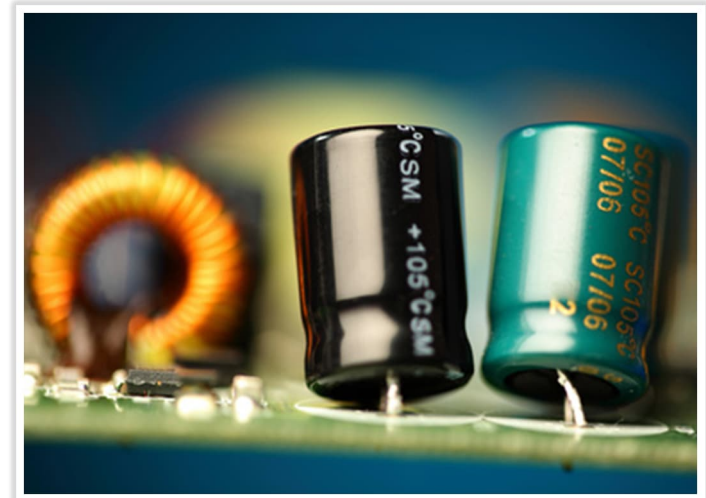
Product Architecture

- <Enter text>
- <Enter text>
- <Comment: If relevant, describe the product's architecture and modules, accompanied by a schematic diagram.>



Product Technologies

- <Enter text>
- <Enter text>
- <Comment: Provide a general description of technology and innovation found in the product itself, and also those which will be employed in making the product.>



Regulation-Standards-Conformance

- <Enter text>
- <Enter text>
- *<Comment: List factors such as API sets, development tools, operating system platforms, GUI interfaces, compatibility and conformance issues, and supported standards.>*



Maintenance-Support-Training

- <Enter text>
- <Enter text>
- *<Comment: Describe the maintenance, support, and training which are provided to customers of the product.>*





Product Value

Product Feature Summary

- <Enter text>
- <Enter text>
 - *<Comment: This is an optional recap to describe feature highlights.>*



Case Study

- <Enter Case Study Name>

- *<Comment: No text is entered here. Verbally describe an actual instance of a customer enduring the market problem. Focus on how the customer's hardships were successfully addressed by using your product or a solution similar to it.>*



Product Benefits

- <Enter text>
- <Enter text>
- *<Comment: List and explain the benefits that the customer will gain by owning and using the product. The benefits should correlate to product features previously described, and should reflect on how the features satisfy customer needs.>*

Product Positioning

- <Enter text>
- <Enter text>
- *<Enter a product positioning statement - a depiction of how the product is perceived in the minds of target customers in terms of important features and attributes, and how it differs from the competition.>*



Competitive Advantages

- <Enter text>
- <Enter text>
- *<Comment: Compare the product to competing products. Focus more on the product's advantages and less on the competitors' weaknesses. Be extremely careful not to disparage the competition.>*



Logistics

- <Enter text>
- <Enter text>
 - *<Comment: Provide the audience with relevant information regarding the product's production, pricing, and distribution channels.>*



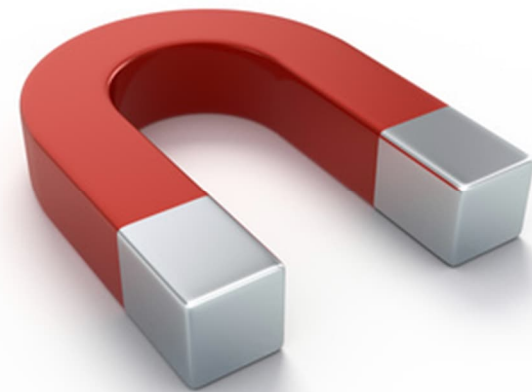
Product Roadmap

- <Enter text>
- <Enter text>
- *<Comment: Describe the plan or vision that outlines the company's long-term strategy for the product's evolution over the course of time.>*



Compelling Need/Reason to Buy

- <Enter text>
- <Enter text>
- *<Comment: Describe the compelling reason to buy this product. Note factors such as legislation, regulations, performance, cost effectiveness, and standards conformance.>*





Summary

Agenda

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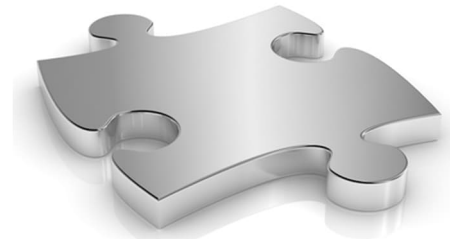


<Comment: Call to action title>

- <Enter text>

- <Enter text>

- *<Comment: This is the Call To Action (CTA) slide. Here the audience is presented with a directive that instructs them to do something so that the sales cycle can continue. Also reiterate the key message of the presentation.>*



Q&A

- *<Comment: This is the "questions and answers" section. Use this time to further communicate key messages, while addressing the audience's concerns.>*



Thank You



END



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