

Table of Contents

Appendices

Chapter 1 – Product Lifecycle Management

Overall approach
Assessing
Building product roadmap
Managing releases
Managing the process
End of life

Perception Audit
Sample Feature Worksheet
Sample Product Roadmap
Sample Release Plan
Synopsis and MRD
Product Lifecycle

Chapter 2 – Sales Tools and Tactics - General

Common tools
Requests for proposal
Product launch
Joint marketing – the continuum
Customer reference program

Product Presentation
Weighting Matrix
Blind Competitive Matrix
Product Launch Outline
Joint Marketing Continuum
Reference Briefing Doc.
Reference Program Letter

Chapter 3 –Tools and Tactics – Field Sales

Field sales tactics
Marketing programs
Listening to the field

Sample Account Plan
Meeting Checklist
Advisory Board Welcome
Advisory Board Presentation

Chapter 4 –Tools and Tactics – Inside and Telesales

Inside sales tactics
Telesales tactics
Marketing programs

Telesales Metrics
Sample Direct Email
Sample Landing Page
Advanced Lead Calculator
Seminar Timeline
Seminar Invitation

Chapter 5 –Tools and Tactics – Channel Partners

Defining the channel profile
Channel sales tactics
Marketing programs

Channel Landscape
Partner Program Metrics
Partner Guidebook Outline
Partner Launch Guide
Partner Launch Checklist

Chapter 6 – Corporate Communications

Communications guidelines: what to say
Communications guidelines: who says it
Communications plan
Crisis communication

Style Guide
Media Training Overview
Messaging Guide
Crisis Communications Plan

Chapter 7 – Organization

Marketing communications
Product marketing
Product management
Triggers
Final words

Marketing Continuum
MarCom Mgr Job Description
Prod Mktg Mgr Job Desc.
Prod. Mgr Job Description