



COMMERCIAL PUBLICATIONS



Build Market Momentum

For less than the cost of a half-day's consulting, you can learn how to build the product management and sales support processes that will bring your company to profitability.

Details

Spiral-bound book includes worksheets for product roadmap and lifecycle management, sample perception audit, blind competitive matrix, advanced lead calculator, advisory board presentation, channel partner guidebook, crisis communications plan, seminar timeline and much more.

Overview

This hands-on, tutorial-style book addresses the growing need for high tech startups to effectively juggle conflicting customer and prospect demands and limited engineering resources after first product launch. It marries the need for structure and process with the often-confusing requirements of a variety of sales approaches.

The second in a series, this book carries companies past the initial launch activities presented in *Hit the Market Running*, and helps them implement a product lifecycle, support a variety of sales approaches, determine the best channel partner profile, and effectively communicate both inside the company and with the marketplace. It presents time-tested advice, tools, templates and tips to help avoid pitfalls and speed companies on the path to revenue and profitability.