

Coffee Break:

Product vs. Sales – The Great Debate

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Presented By

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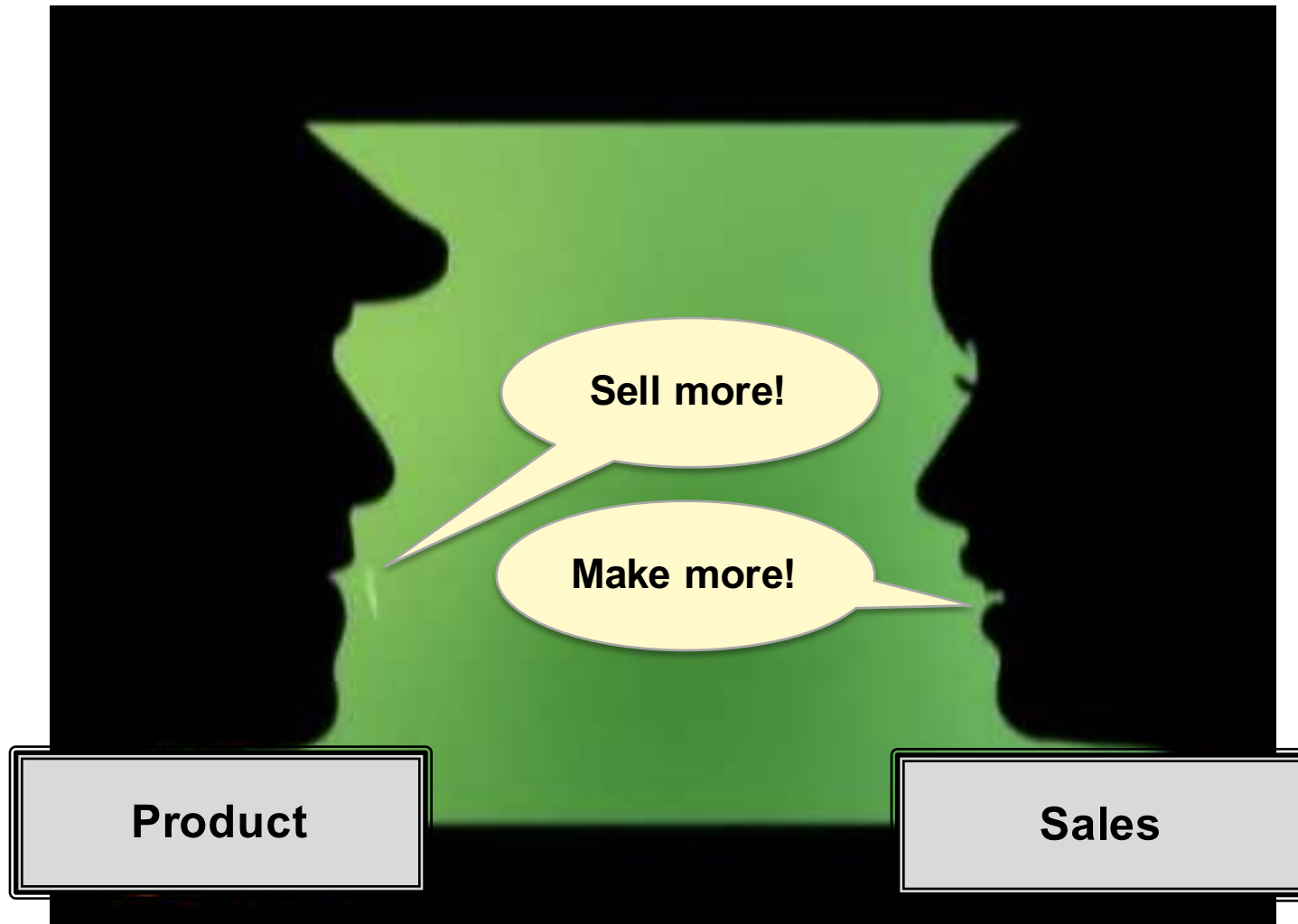
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The Power of Experience®

The Classic Product vs. Sales Debates



Opportunities to Improve Collaboration



- ◆ P&L vs. top line revenue
- ◆ Product vs. portfolio
- ◆ Year-over-year vs. quarter-over-quarter
- ◆ Misaligned goals

Ideas for Success



- ◆ Discrete value proposition
- ◆ Shared metrics and goals
- ◆ Defined solutions

Opportunities to Improve Collaboration



- ◆ Market vs. portfolio
- ◆ Product vs. deal
- ◆ Imperfect data
- ◆ Pricing governance

Ideas for Success



- ◆ Strong messaging and communication
- ◆ Transparency around methodology and rationale
- ◆ Incorporation of client value and behaviors
- ◆ Clear, value-added roles in pricing process



Opportunities to Improve Collaboration



- ◆ Product vs. solution
- ◆ Market vs. single client
- ◆ Product management vs. new innovation
- ◆ Market intelligence

Ideas for Success



- ◆ Joint ethnographic research
- ◆ Centralization and formalization of client feedback (multi-channel!)
- ◆ Competitive intelligence
- ◆ Advice + Products = Solutions

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