



# Product vs Marketing



Marketing is from Mars, Product Managers are from Pluto:  
Understanding different roles and GtM responsibilities



## Market Research

Development Focus 



## Sales Objectives



### Go-to Market

- Being first to market
- Outlining product roadmap
- Gaining marketing support
- Beta-testing functionality
- Documenting capabilities
- Educating sales teams
- Signing up early adopters
- Planning onboarding

- Encourage new product adoption
- Ensure sales does not mis-sell
- Recoup development costs
- Minimize future maintenance
- Avoid customization

Developing new features and enhanced functionality

### Individual Priorities

- Developing databases
- Segmenting markets
- Creating collateral
- Articulating value-add
- Identifying channels
- Winning over influencers
- Providing proof points
- Creating touch points

- Create demand for product
- Generate leads for sales
- Convert interest into desire
- Enable sales to close deals
- Build relationships

Understanding changing market needs

Focused on individual prospects and customers, supplemented with client advisory boards consisting of select customers, plus user groups representing the interests of end users.

Focused on discovering growth opportunities through market sizing, customer surveys and focus groups, and optimizing positioning and proposition through market segmentation.

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