

RATING: **1** Never **2** Rarely **3** Sometimes **4** Frequently **5** Always

DISCOVER		SCOPE		DEVELOP		LAUNCH		MEASURE	
Understand your market		Generate, screen & prioritize ideas		Build a functioning product that delights users		Ready your organization and GO		Measure, monitor, and adjust for growth	
RATING	CRITERIA	RATING	CRITERIA	RATING	CRITERIA	RATING	CRITERIA	RATING	CRITERIA
<input type="checkbox"/>	We regularly survey and interview our target customers to understand & document their problems	<input type="checkbox"/>	Our leaders and product managers are regularly generating new product or product feature ideas as well as sourcing ideas from employees, advisors & partners	<input type="checkbox"/>	Product requirements are well documented & continuously updated; requirements articulate market needs, use cases, features prioritized (e.g., MVP, Next & Later), key path scenarios, risks & dependencies	<input type="checkbox"/>	We establish competitive, value-based prices at a variety of price points and packages to target different customer segments; packages are structured to maximize recurring revenue	<input type="checkbox"/>	We have a documented and measurable customer onboarding process and have dedicated staff to ensure customers use and receive ROI from the product
<input type="checkbox"/>	We regularly collect win/loss data for our product sales and review the data with product, sales, marketing and customer success	<input type="checkbox"/>	Before developing new ideas, we effectively model the market opportunity & product costs	<input type="checkbox"/>	We have a strong bench of developers, designers and/or data scientists or we can effectively source them; we are experienced at working with technical talent	<input type="checkbox"/>	We have customer-centric messages about 1) the unique value of our product (not the features) and 2) reasons-to-believe	<input type="checkbox"/>	We have established performance measures for each product that include both leading (e.g., utilization) and lagging (e.g., renewal rates); we regularly review and analyze product performance
<input type="checkbox"/>	We use and study existing product usage data by customer segment	<input type="checkbox"/>	Before developing new ideas, we quickly test concepts with customers & prospects	<input type="checkbox"/>	We use Agile practices to build products; we ensure the highest priority use cases are developed and setbacks are minimized	<input type="checkbox"/>	We have a multi-channel launch marketing plan with clear goals	<input type="checkbox"/>	We have a regular cadence for refreshing product roadmaps and communicating roadmap changes to all stakeholders including customers
<input type="checkbox"/>	We regularly collect intelligence about known and emerging competitors and synthesize the data into actionable insights	<input type="checkbox"/>	We have an efficient process for evaluating new ideas and we have clear criteria for scoring ideas; ideas are regularly & consistently evaluated	<input type="checkbox"/>	We test new products throughout the development process with users from customers, incorporating feedback as appropriate	<input type="checkbox"/>	We win the hearts and minds of our sales team first; we provide the sales team with new product training, sales support, tools, and, if needed, incentives; where appropriate, we launch with a subset of the sales team	<input type="checkbox"/>	We regularly review the performance of our product portfolio; we manage the portfolio to have a mix of product maturities and we sunset products when appropriate
<input type="checkbox"/>	SEGMENT SCORE	<input type="checkbox"/>	SEGMENT SCORE	<input type="checkbox"/>	SEGMENT SCORE	<input type="checkbox"/>	SEGMENT SCORE	<input type="checkbox"/>	SEGMENT SCORE

SEGMENT SCORE:

4-7

7-13

14-20

CONCLUSION:

Needs Immediate Attention

Room for Improvement to Increase ROI

Outstanding. You are Positioned for Growth