



VENTANA RESEARCH

Market and Product Strategy Optimization Workshop

Workshop Services

Ventana Research offers a client-tailored Market and Product Strategy Optimization workshop across all of our expertise and topic areas. Our Workshop consists of a thorough and collaborative preparation and review with precise recommendations on the optimal product strategy and position to competitively differentiate in the market through an interactive expert-led workshop.



Alignment

Is the market and product strategy sufficiently aligned to buyer themes that are clearly understood and critical to buyer personas?



Relevance

Is the market strategy incorporated within the context of marketing-related positioning of the products unique value proposition in a highly differentiated manner?



Impact

Is the product strategy and positioning being communicated and is it compelling enough within the competitive landscape to invoke confidence and action from buyers?

The Results of a Workshop

Ventana Research's subject matter expert, with decades of relevant experience as a research director, will conduct the workshop to identify and prioritize opportunities for market and product strategy optimization and guide improvements to ensure optimal results. The workshop will provide alignment to the best possible positioning to gain confidence in the ecosystem of buyers, customers and partners that have relevance to revenue growth. Clarity and differentiation in the market and product strategy is critical to gain the best possible confidence and perception in the industry.

Deliverables

- Actionable guidance on the use of the market and product strategy.
- Blueprint and framework for on-going market strategy optimization.
- Creation of customized materials to ensure workshop goals are met.
 - Preparation and follow up fine-tuning strategy sessions.
 - Full-day workshop leading and collaborating with your team.

Benefits

- Optimized strategy to gain market confidence and increase business impact.
- Reduced time and resources to establish and optimize market positioning.
- Increase trust in the market on the compelling and differentiated approach.