

The 5 Traits of a Product-Driven Company

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PRODIFY

Today's Agenda

1 About Me

2 What Product-Driven Means

3 The 5 Traits of a Product-Driven Company

4 Questions / Discussion

5 Contact Info

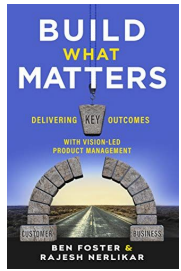
About Me

My Product Management Journey

The map displays the following logos and location markers:

- PRODIGY** (large central logo)
- SAVONIX** (top center)
- till** (center)
- accenture** (bottom center)
- hitchsters.com** (top right)
- M** (top right)
- TerraPeaks** (top right)
- MORNINGSTAR 1871** (center)
- OP@WER** (right)
- HelloWallet.** (right)
- Location Pins:** Three pins are placed in the Midwest (red, blue, and black), one in the Northeast (black), and one in the South (black).

Other smaller logos visible include: play button, go, ondo, DESRI, paintzen, H, Vividix, RentCheck, Ostendio, B, and a colorful grid icon.

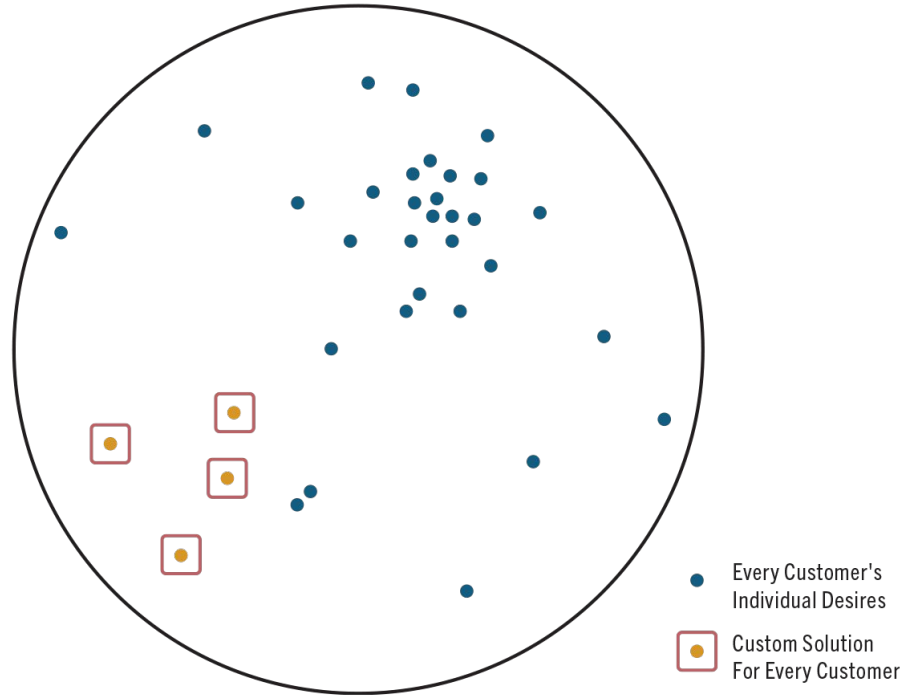


What Does It Mean to Be
Product-Driven?

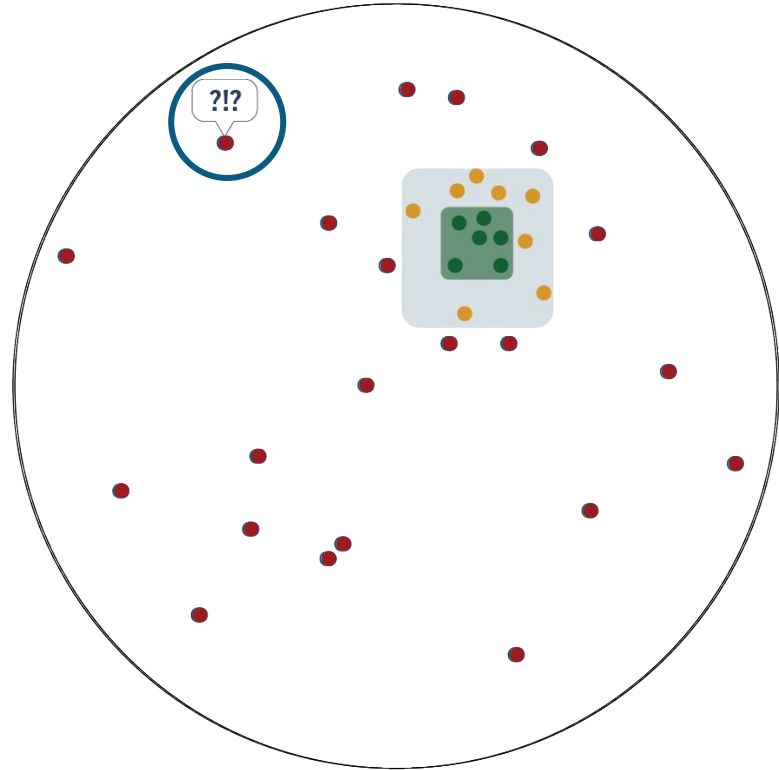
When We Ask Founders / Executives...



How a Sales-Driven Company Delivers Value



How a Product-Driven Company Delivers Value



- Zone Where Product *Does Win*
- Customer/Prospect Desires That Product Does Meet
- Persona A
- Target Market Zone Where Product Should Win
- Customer/Prospect Desires That Product Should Meet
- Persona B
- Customer/Prospect Desires That Product Will Never Meet
- Persona C

Why Does Being Product-Driven Matter?

To Customers

- Lower prices than custom solutions
- Faster time-to-value
- Offers latest-and-greatest (SaaS)

To Your Company

- More profitable
- Higher valuations
- Option to employ product-led growth strategy

The 5 Traits of a Product-Driven Company

5 Traits of a Product-Driven Company



Puts product / UX closest to the customer



Addresses the needs of multiple customers with one solution



Uses technology to scale



Understands shifts in market demand / future customers



Succeeds by saying *no*

Trait 1: Be Closest to the Customer

1

Make time: delegate decisions to design or tech

2

2 kinds of research: qualitative and quantitative

3

Consider tools like [User Interviews](#) to recruit / schedule

4

Join a sales call in the next week or two

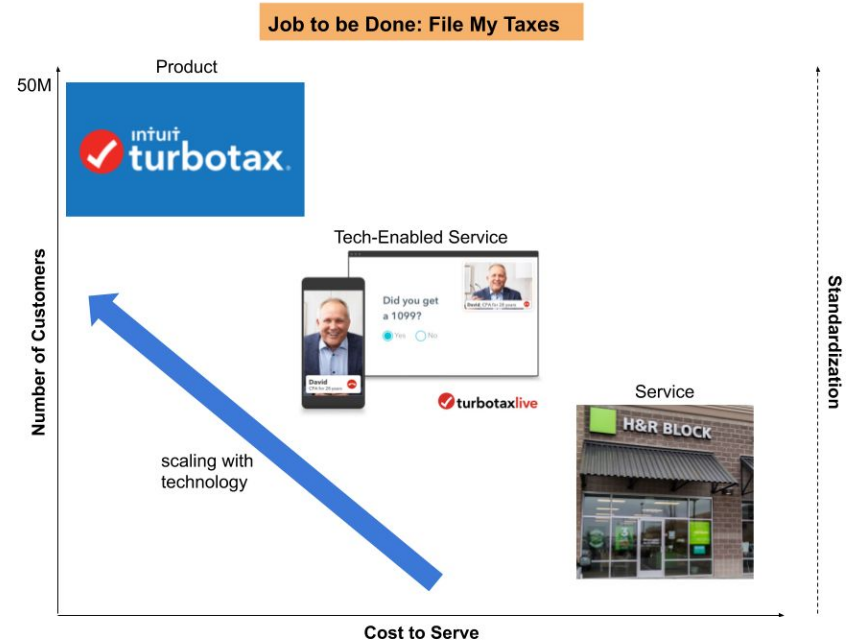
5

Goal: identify key outcome, prioritize problem space



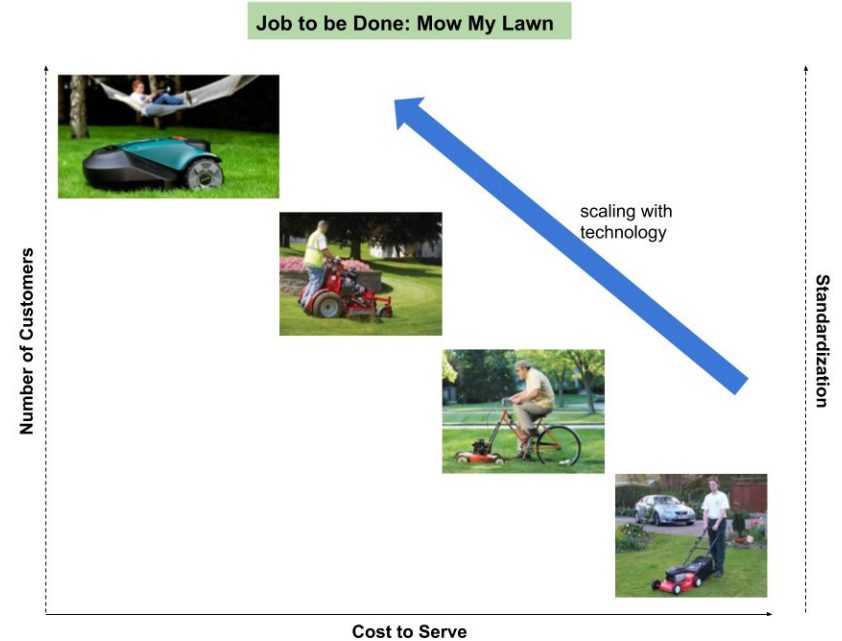
Trait 2: 1 Solution, Many Customers

- 1 Ask how many customers / users you need to support
- 2 Consider the Kano model to cluster their needs / desires
- 3 Document your persona(s) and target market(s)
- 4 Get feedback on your target market(s) / persona(s)
- 5 Use these new artifacts to make a decision soon



Trait 3: Use Technology to Scale

- 1 Articulate a clear vision to inform architecture decisions
- 2 Do unscalable things at first (alpha / beta releases)
- 3 Consider internal tools / operational costs



Trait 4: Understand Market Shifts / Future Needs

1

What pressures are your buyers facing?

2

What regulatory changes might change their behavior?

3

What research reports can explain upcoming shifts?

4

What industry newsletters can help you stay up to date?

5

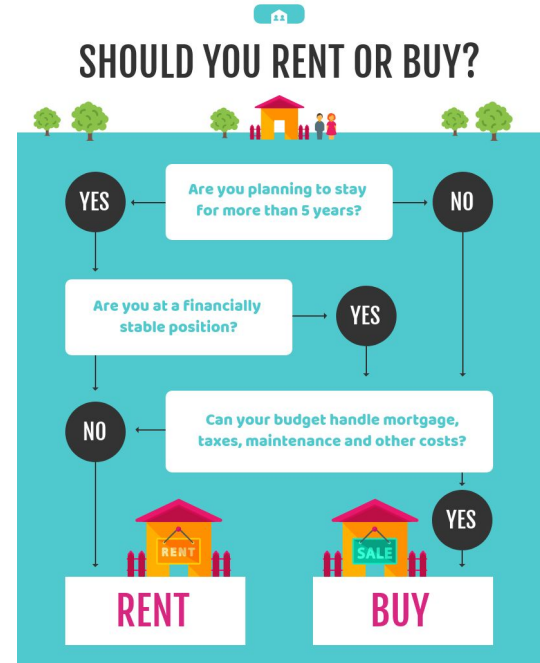
What experts can you talk to learn about trends?



[Source](#)

Trait 5: Succeed by Saying No

- 1 Create a yes / no flowchart
- 2 Do a “recent product decision retrospective”
- 3 Say no this week or next
- 4 ...or at least try “not now”
- 5 Ask yourself: are you building what matters?



Questions / Discussion

Contact Info



Contact Me



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<https://www.prodify.group/>



[Schedule a Call](#)

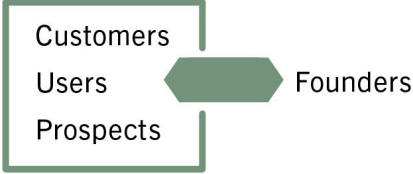


[LinkedIn](#)

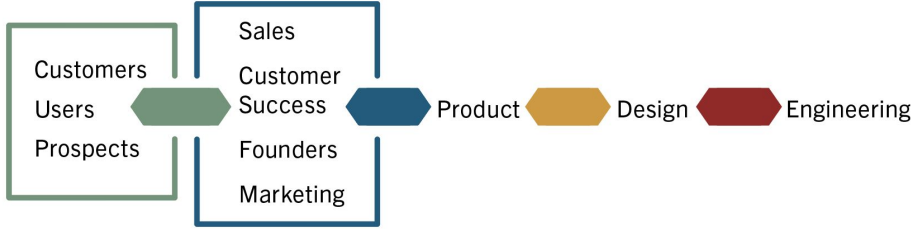
Appendix

Customer Interactions

Early Stage Company



The Game Of Telephone



The Ideal Case

