

Gartner for Tech Teams

Product Planning

Know the Customer

Understand the market needs and customer journey

Size the Market Opportunity

Gauge total addressable market and market effectiveness

Analyze the Competitive Landscape

Identify competitor gaps and weaknesses

Create the Product Strategy

Build and communicate product vision and roadmaps aligned to business goals

Product Introduction

Manage Product Launch

Prepare and launch new offerings and upgrades capabilities to market

Communicate Product Value

Create compelling messages that balance technical capabilities to market

Price Product

Build best pricing models that align with customer value and achieve business goals

Package Products

Expand the business through the design of offerings, tiers and bundles

Collaborate to Drive Business

Work with stakeholders and partners to drive results and customer success

Develop Differentiated Positioning

Align unique product value pillars with market segment needs

Gartner Priorities Navigator™ for Tech Leadership Teams

Updated: January 2021

Enhance Customer Experience

Improve engagement across owning cycle

Drive Customer Marketing & Advocacy

Drive product renewals, expansion, references and advocates

Boost Customer Retention & Success

Drive continued adoption of products throughout life cycle

Improve Sales Enablement & Effectiveness

Create and manage content, and onboard and train reps

Support Partner & Field Marketing

Extend impact of alignment with field, geography and partners

Generate & Nurture High-Quality Leads

Optimize channels and CTAs to engage and acquire customers

Develop Content Strategy

Create valuable content, map to buyer profiles, and map to buying streams

Build Awareness

Raise awareness through influencers, PR, social and paid media

Launch Products & Services

Promote the launch of new and updated solutions

Create Compelling Stories

Embrace authentic stories to build credibility and trust

Curate Relevant Messaging Elements

Enable agile, tailored messaging for portfolios and vertical markets

Demand Generation

Messaging & Differentiation