

# Product Presentation For Customers



This template is part of the Product LifeCycle Toolkit™ from the 280 Group.

The 280 Group helps companies deliver products that delight their customers and produce massive profits™. They offer Product Management and Product Marketing consulting, contractors, training, certifications, books and templates. [www.280group.com](http://www.280group.com) 408-834-7518

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**Sample from Product Management Lifecycle Toolkit**

# Product Briefing

*Name of person/company being briefed goes here*

Presenter's Name  
Presenter's Title

9/21/2011

# Agenda

- About [Company Name]
- Customer Needs
- Introducing...[Product Name]
- [Product Name] Details
- Summary

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# [Company Name} History

- History
- Management Team
- Significant Achievements
- Current Product
- Funding

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# [Company Name] Customers

Note:

List names of prominent customers, include their logos and/or quotes/testimonials.

Include an anecdotal story of how our product helped a customer.

Leverage beta program customers for this if possible.

Make sure you have customer references lined up for press and analysts to speak with.

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[Company Name} Vision

*[Vision statement goes here]*

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# Customer Needs

- Pain point number 1
- Pain point number 2
- Pain point number 3
- Pain point number 4
- Pain point number 5

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Introduction

[Product Name]

*Tag line goes here.*

# Product Details

Feature	Benefit
Feature #1	Corresponding benefit
Feature #2	Corresponding benefit
Feature #3	Corresponding benefit
Feature #4	Corresponding benefit
Feature #5	Corresponding benefit

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# Additional Details

- Availability
- Pricing
- Warranty
- Support

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## Competitive Landscape (optional)

- Table stating competitors and your advantages over them
- Chart showing positioning of competitors/setting the competitive argument

## Roadmap/Futures (optional)

- Major customers will often expect you to give them an idea of where you are headed
- Include either a table or chart (see the 280 Group Product Roadmap Toolkit)
- Keep the details vague if possible – describe new releases in terms of themes not specific features
- Remember that you will be held accountable for what you present here – the audience will call you on it next time you present to them.

# Summary

- Company
- Customer Needs
- Product
- Main Product Differentiation
- Roadmap/Future

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Contact info:  
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Presenter's email  
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