

## WHAT IS ACTIVProduct?

Products and services are the backbone of virtually all businesses. They are the value delivered to customers in return for revenue.

We believe that the customer is at the heart of successful products and services. That is, that the customer is good at defining what their problems/issues are and are actively looking for answers.

Aligning products and services to customer needs, or innovating new products and services to create new needs are critical activities to successfully driving revenues and customer loyalty.

ACTIVProduct has helped our **customers successfully overcome the challenges of:**

Customer Needs Discovery/Alignment

Feature/Function/Capability Validation

Packaging, Pricing, and Naming

Market and Customer Targeting

Competitive Positioning and Messaging

Product or Service Launch Plans

Sustaining Marketing Plans and Activities

ACTIVProduct contains a set of **proven best practices** for:

Inbound Product Management

“Voice of the Customer”

Solution Development

Product/Service Innovation

Outbound Product Marketing

## WHERE HAS ACTIVProduct WORKED?

The Afterburner Group has broad and deep experience in helping clients solve their product and service issues in:

### High Technology

Hardware, Software, and Services

### Energy and Chemicals

Industrial Products and Services

### Consumer Products

Specialty Products & Services

### Construction

Products and Services

### Retail

Products and Programs

### Consulting

Services and Programs

### Non-Profit

Programs and Fund Raising

## BENEFITS OF ACTIVProduct

Our customers tell us that through the application of The Afterburner Group processes and methods they have seen:

1. Reduction in Product/Service/Program Misfires
2. Higher Impact Product/Service/Program Launches
3. Faster Revenue Ramp Up
4. Improved, Measurable Differentiation
5. Tighter, Improved Cross-Functional Coordination
6. Lowered Product and Marketing Costs
7. Improved Customer Relationships
8. More Competitive Neutralization in Sales
9. Better Understanding/Adoption by Sales Teams
10. Improved Internal Discipline and Focus

**LEAD LIKE NEVER BEFORE.™**