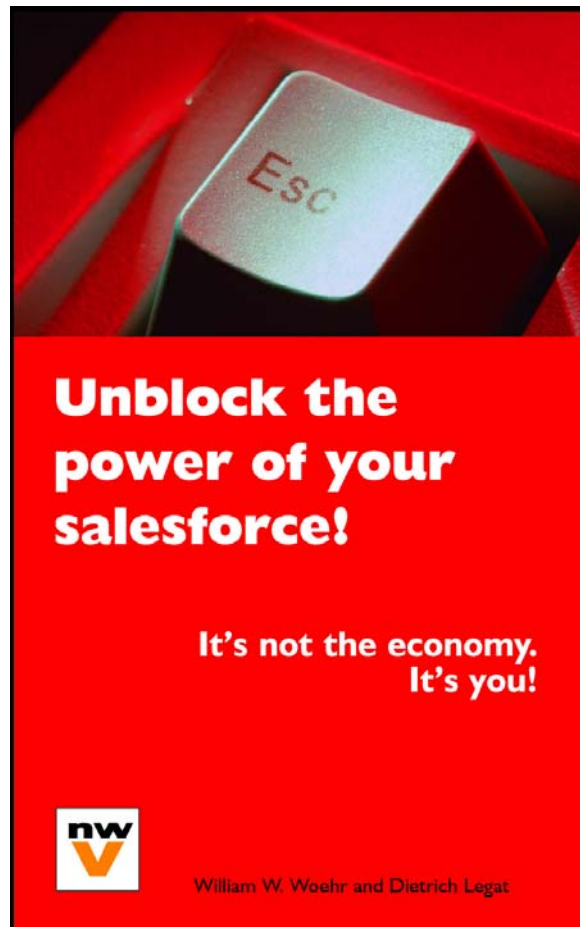


Excerpt from UNBLOCK THE POWER OF YOUR SALESFORCE!
Assessment of Maturity in Constraint Focused Sales Leadership
Chapter BRIDGING THE PRODUCT ABYSS
W.A.Woehr, D.Legat
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To sum it up

To do your job as product manager means to bridge the product abyss. You must:

- Aim your product at customer constraints. What is the product's contribution to increasing the account's T?
- Actively engage in opportunity mapping. Do you find your products on all opportunity maps in the accounts where you are aiming for?
- Understand the position of your products in the opportunity portfolio. Why are they not in the T-Zone?
- Resolve the constraints, which keep your products out of the T-Zone even if your product has nothing at all to do with the constraint.
- Actively contribute to building successful win plans. You must contribute your knowledge of how to win.

You must lead everyone responsible for the success of your products to actively become part of the Opportunity Engine and do the job they are actually paid to do: to bring their products across the abyss.

Food for thought: Diagnose your product management

Take a step back. Review your product management with DELTA T-Selling in mind. How mature is your organization?

		<i>Early</i>	<i>Average</i>	<i>Leader</i>
1. My account sales teams focus their account analysis on constraints.	TOC Methods	Unknown	Known	Applied
	Deployment	Few account teams	More than half of them	All
	Results	None	Cases of payback	Significant payback
2. My account sales teams understand the constraints of their accounts and the account's customers.	TOC Methods	Unknown	Known	Applied
	Deployment	Few account teams	More than half of them	All
	Results	None	Cases of payback	Significant payback
3. My account sales teams have clear feedback from their customers on the constraints situation.	TOC Methods	Unknown	Known	Applied
	Deployment	Few account teams	More than half of them	All
	Results	None	Cases of payback	Significant payback
4. My account sales teams have this information transparent across the ABU's of their accounts	TOC Methods	Unknown	Known	Applied
	Deployment	Few account teams	More than half of them	All
	Results	None	Cases of payback	Significant payback
5. My account sales teams compile this information to see the waves your company should ride.	TOC Methods	Unknown	Known	Applied
	Deployment	Few account teams	More than half of them	All
	Results	None	Cases of payback	Significant payback
6. My account sales teams continuously and quickly select the right account focus.	TOC Methods	Unknown	Known	Applied
	Deployment	Few account teams	More than half of them	All
	Results	None	Cases of payback	Significant payback