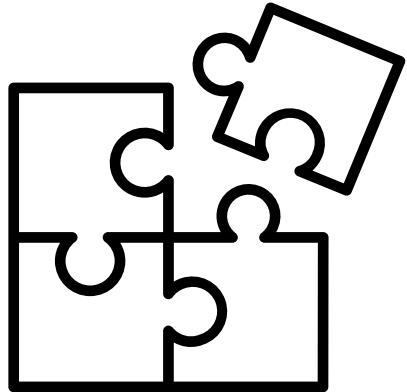


Standard Offers Learning Path



Step 1

Define your baseline offers

Step 2

Map your capabilities and offer maturity

Step 3

Improve with your feedback flywheel

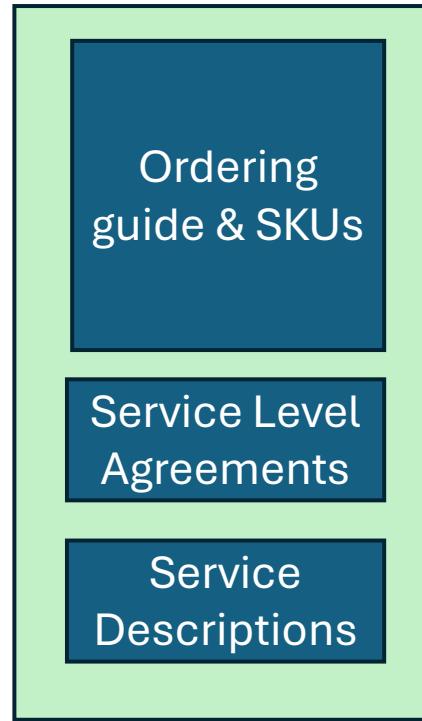


Define your baseline offers

Standard Products Build Solutions for Customers



CX checklist



Pricing & Packaging



Pre-filled Materials

The baseline to standard products that work together are:

- Customer experience consistency
- Pricing and packaging for plug & play
- Go-to-market materials to communicate your solutions



Avoid small divergences in the CX

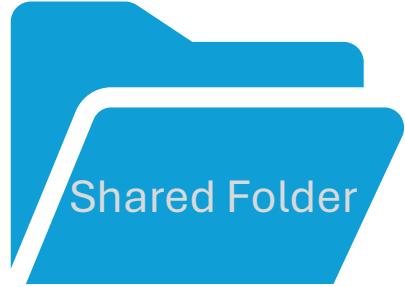
CX Checklist:

- Are the units of measure consistent?
- Any changes to pre-sales customer handling?
- Are the service level agreements consistent with other offers?
- Does the service description align with others?
- Is the customer onboarding consistent?

Customer Experience Checklist



Define your baseline offers



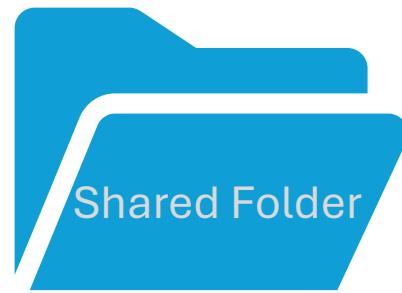
Pricing & Packaging

For Sales and Ops Alignment

- Post release add key information to your catalog of products:
 - Service descriptions
 - Service levels & availability
 - Ordering guides and SKU lists
 - Pricing and pricing examples
- In one place for product manager self-serve on next iteration



Define your
baseline offers



Pre-Filled Materials

- Ready to use templates to prepare for release & GTM
 - Product 1 pagers & FAQs
 - Sales enablement material
 - Business case template
 - Launch KPIs
 - Market data from relevant analysts



Map your capabilities and offer maturity

Tool	Purpose	Focuses On	Used By	Drives
Capability Checklist 	Tracks what's ready in the product today	Customer experience, pricing, GTM assets	Product managers, program managers, sales enablement	Consistent delivery, alignment, reuse
Maturity Model 	Shows how far a product or offer has evolved	Depth of deployment, repeatability, scale	Product managers, sales, strategy leaders	Targeted growth investments, market confidence
Together	Bridges the gap between readiness and strategic evolution	What's available now vs. what's repeatable at scale	Whole product team + sales + leadership	Growth that doesn't outpace delivery maturity



Product Capability Checklist

Step 2

Map your capabilities and offer maturity

Capability	Description	Product Example 1	Product Example 2
CX	Reference customer journey	◆	◆
	Delivery operational processes	◆	◆
	Onboarding template	◆	◆
	Proactive monitoring	◆	◆
	Support and escalation	◆	◆
	Service provisioning	◆	◆
Pricing & Packaging	Quoting tool coverage	◆	◆
	Pricing options	◆	◆
GTM	Sales card & sales overview	◆	◆
	Customer business value	◆	◆
	FAQ & objection handling	◆	◆
	Sales playbook	◆	◆

Example

Capability Status

- ◆ ready
- ◆ partial
- ◆ Not ready



Map your capabilities and offer maturity

Capability	Description	Level 1: Ad Hoc	Level 2: Repeatable	Level 3: Scalable	Level 4: Differentiated
Customer Experience	Delivery operational processes	Subject Matter Experts	Version controlled checklist	Standard operating procedures	Automated validation and cost optimization
	Onboarding	Manual	Guide	Onboarding Playbook	
	Proactive monitoring	Engineer Led	Engineering portal	SLA monitoring	
	Support and escalation	Support Desk Tool	Support Desk with Severity Levels	Standard dashboard & alerting rules	
Pricing & Packaging	Quoting tool coverage	Custom Scope	Manual pricing calculator	Pricing calculator	Self-Serve pricing
	Pricing options				
GTM	Sales card & sales overview	Product Manager	101 Level Material	Sales Playbook	Connected Sales Playbook
	FAQ/objection handling				
	Sales playbook		Product Manager		Amycmitchell.substack.com



Feeback Flywheel For Customer Onboarding

1. Take an inventory of your onboarding process:

- What happens after a customer orders?
- Who does the customer kickoff and what is the process? How does the customer kickoff team know what the customer ordered?
- Who sets up the customer's environment and your product in the customer environment?
- Who hands over your product to the customer? What is the customer expected to do?
- How do you recognize revenue after the customer is set up?

2. Compare the inventory to your offers:

- Does the onboarding process align with your targeted customer use cases?
 - Yes = sales is targeting the right customers;
 - No = adjust sales enablement for better fit customers or add missing use cases to the roadmap
- Is there clear role/responsibility for the onboarding process?
 - Yes = you can informally measure TTFS
 - No = prioritize process clarity by use case



Feeback Flywheel For Customer Onboarding

3. Explore how feedback is handled:

- How do customers get help before onboarding?
 - If tracked, then TTFS can be measured informally.
 - If not tracked, then prioritize a process for customers to communicate before onboarding
- How do customers communicate special needs?
 - If it is pre-sale / customized, then prepare a checklist.
 - If it is post-sale updates, then prioritize sales checklist to funnel to prioritized use cases
- How do customers learn about your product's support of their use case?
 - If it is hands on learning, then prepare in-product documentation to guide a new customer.
 - Otherwise, prioritize an onboarding guide that covers what your sales engineers are doing for each customer.
- How do customers let you know they are getting value from your product?
 - If you have usage measures and support case feedback, then prioritize a process to send use case information to your go-to-market team.
 - If it is up to your account team or customer success to check with the customer (or a quarterly review), then prioritize a process for early checks and updates to your go-market team.



Feeback Flywheel For Customer Onboarding

4. Create an informal onboarding measurement system – Time to First Success (TTFS)

- First TTFS: Start time is order booking - end time is first invoice to customer
- Good TTFS: Start time is order booking - set up done - first invoice to customer
- Better TTFS: Start time is order booking - set up done - first invoice to customer - customer is using your product

5. Transparent communication:

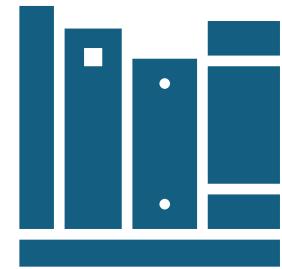
- Report on your inventory - validate nothing is missing
- Show inventory vs offers - agree on priority of changes
- Lightweight overview of offers - aligned with roadmap
- New roadmap items - two or three prioritized TTFS improvement items
- Celebration of TTFS - update to GTM team

6. Iterate again



Learning path articles:

- [Step 1 baseline offers](#)
- [Step 2 capabilities & maturity](#)
- [Step 3 feedback flywheel](#)



Product Management IRL

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