

# The Reverse Ladder of customer Knowledge

GUY GALON



# Customer's Product Knowledge - The Reverse Ladder

Customer knowledge level of your product

Product improvements & Feature requests

Adoption

Use case & Workflows

Onboarding

Uniqueness & Competitive edge

Sales

Feature set

Pre Sales

Awareness

Marketing

Product knowledge level	Customer Journey Phase	What can you expect customers to know about your product?
Awareness	Marketing lead/ Brand awareness	<ul style="list-style-type: none"> <li>• What is the general use of your product</li> <li>• Who are your target users ?</li> <li>• What is the business/ technical challenge the product solves?</li> </ul>
Feature set	Presales/POC/Demo	<ul style="list-style-type: none"> <li>• Understanding the main features</li> <li>• Integrations/interfaces</li> <li>• Workflows</li> <li>• Performance</li> </ul>
Competitive edge	Sales->New Customer	<ul style="list-style-type: none"> <li>• Why your product is better than the competition?</li> <li>• How will your product support the customer's objectives?</li> <li>• What is the product contribution for other customers?</li> </ul>
Use case fitment	Onboarding->Adoption	<ul style="list-style-type: none"> <li>• How does the product support the customer's use case</li> <li>• Configuration and customization</li> <li>• How to achieve successful results/objectives</li> </ul>
Product improvements/ feature requests	Adoption->expansion	<ul style="list-style-type: none"> <li>• Key strengths</li> <li>• Areas of improvements</li> <li>• Detecting gaps in functionality and raising Feature requests</li> <li>• Interest in the roadmap</li> <li>• "Power users" are comfortable promoting the product</li> </ul>

# Good Luck

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