

PMM's relationship with sales enablement and RevOps

Ownership and metrics

Product marketing and sales enablement relationship

Focus area	Owned by <u>product Marketing</u>	Owned by <u>sales enablement</u>
Messaging & positioning	Create core value props & positioning	Translate into sales-ready content
Sales content	Define strategic narratives	Build battlecards & sales plays
Customer stories	Identify & develop case studies	Package for sales situations
Competitive intel	Category research and develop positioning	Create competitive takedown guides
Product launch	Own GTM strategy & positioning	Create sales readiness programs and training
Market intelligence	Define market opportunities	Convert to account targeting

Product marketing and RevOps relationship

Focus area	Owned by <u>PMM</u>	Owned by <u>RevOps</u>	<u>Metric</u>
Segmentation	Define customer personas & segments	Implement in CRM, validate with data	Revenue per segment
Messaging & positioning	Craft value props & positioning/messaging	Validate with win/loss data	Conversion rates
Competitive intel	Maintain competitive positioning	Track competitive win/loss rates	Competitive win rate
Product feedback	Gather market insights	Centralize feedback data	Feature request impact
GTM	Own launch strategy & positioning	Track performance & pipeline	Revenue growth
Market strategy	Define market opportunities	Validate with market data	New segment revenue growth