

Action Guide

TEI 291: Marketing timing and trends impact product management

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Application Questions

1. In what ways could you improve your customer experience?
2. Do you see any emerging trends that could change your market opportunities? How could you take advantage of those trends?
3. Has an opportunity presented itself that you need to revisit?



Actions to Take

What to Do Now

- Identify how you could apply Jerry's winning formula—improving customer experience, preventing customer indecision, and telling the customer what to do next.
- Brainstorm new trends or opportunities that the current environment has produced.

What to Do Soon

- Consider how synthesizing and acting on data could help you win.
- When your next opportunity presents itself, go after it.