

Action Guide

351: Journey to Product VP - with Liron Lifshitz-Yadin

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Application Questions

1. Where do you get ideas? Which methods do you find most effective to get ideas from customers?
2. Describe a time a customer or executive requested a feature that wasn't the best solution. How did you respond?
3. What are your company goals? How do you prioritize features to align with those goals?



Actions to Take

What to Do Now

- Review your product's features and determine whether each one is aligned with your company's goals and provides clear value to customers.
- If a customer requests a solution, try to offer them a quick win, but take more time to evaluate the best solution for them.

What to Do Soon

- Evaluate your methods for talking with customers. If they aren't effective, try a new method (web meeting, Slack channel, customer interviews, or sales calls).
- When you're adding new features, prioritize them based on your company's goals and strategic roadmap.