

# How to Fit Your Product Strategy for Small & Medium-Sized Businesses

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## About the Webinar:

Now more than ever, opportunities abound for the Small & Medium-Sized Businesses (SMB) market to adopt technologies that will advance their operations and expand their sales capabilities. One of the key problems SMBs face is trying to use the "one-size fits all" offerings of many current technology products on the market. The underlying problem is that since technology's inception on the business market, how products are created, marketed, packaged, priced, implemented, utilized and evaluated as successful are based on the business challenges that need to be solved on a corporate or enterprise level. Product managers that change that focus and respond specifically to challenges faced by SMBs will help close the technology gap between the mid-market and large enterprises.

This webinar will suggest approaches that will help product managers understand what steps to take and attribute to their own invention, manufacturing and marketing processes to successfully move their product line from the enterprise to SMBs.

Tags: