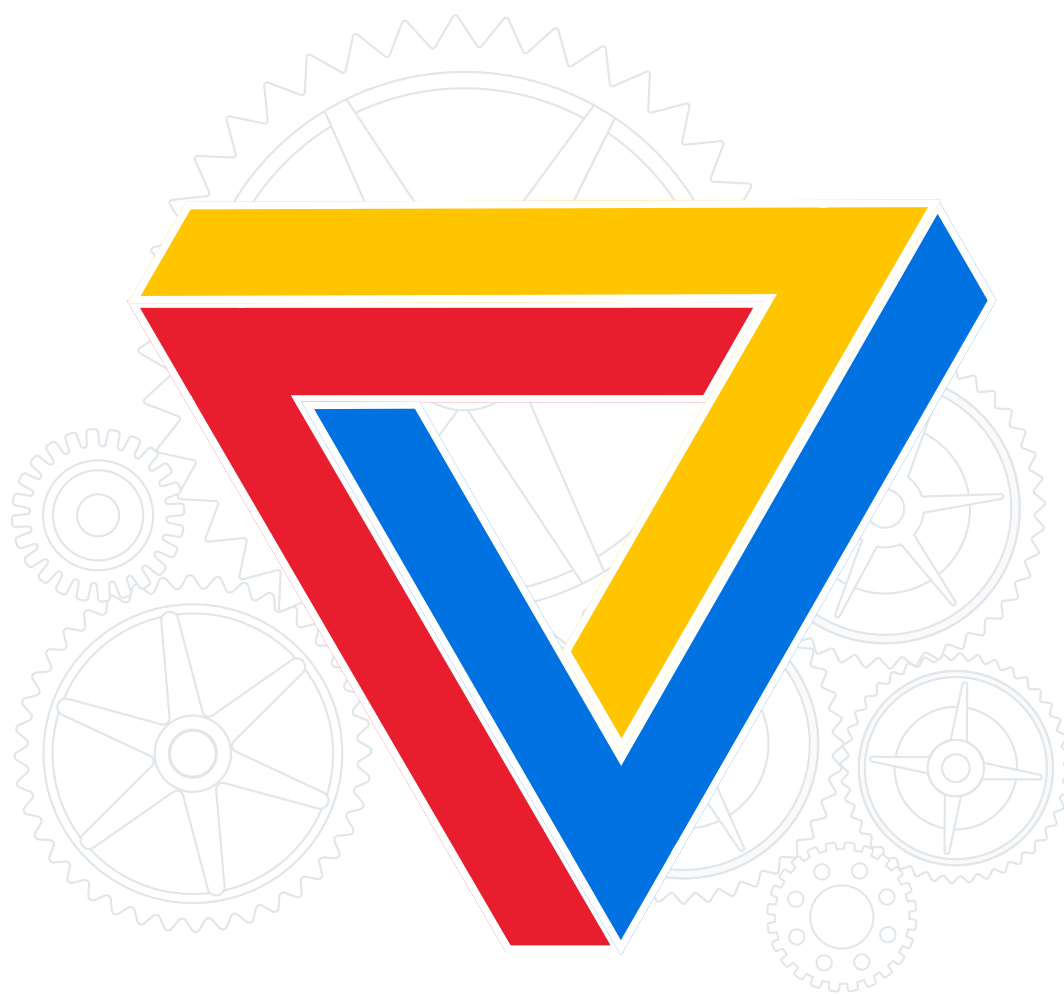


# Achieving Product-GTM Alignment

Learn how high performing product teams partner with sales, customer success and more to improve the product launch process and accelerate growth



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## INTRODUCTION

# Strong product management is the backbone of business—and it's broken

We certainly won't be the first to say it, but we'll gladly repeat it: You can't have a successful business without strong product management.

A business starts with an idea, which eventually becomes represented by a product or service, making that offering the very core of success— what happens here is what dictates the rest of a company's vision and marching orders. Maintaining and enhancing that core to ensure it continues to meet customer needs as behaviors and market trends change is a job that never ends, never gets put on the backburner, and never ceases to be critical.

We've all seen the outcome of businesses that properly invest in their product management organization. In [a recent Forrester study](#) commissioned by Productboard, it was found that **advanced product teams experience 97% acceleration of digital business, 140% increase in operational efficiencies, and 52% improved customer retention.** And yet, high-performing product teams are not commonplace. [A study from Bain & Company](#) states that a whopping **75% of CTOs aren't hitting revenue expectations on software development efforts.**

In other words, 75% of product teams are missing the mark.

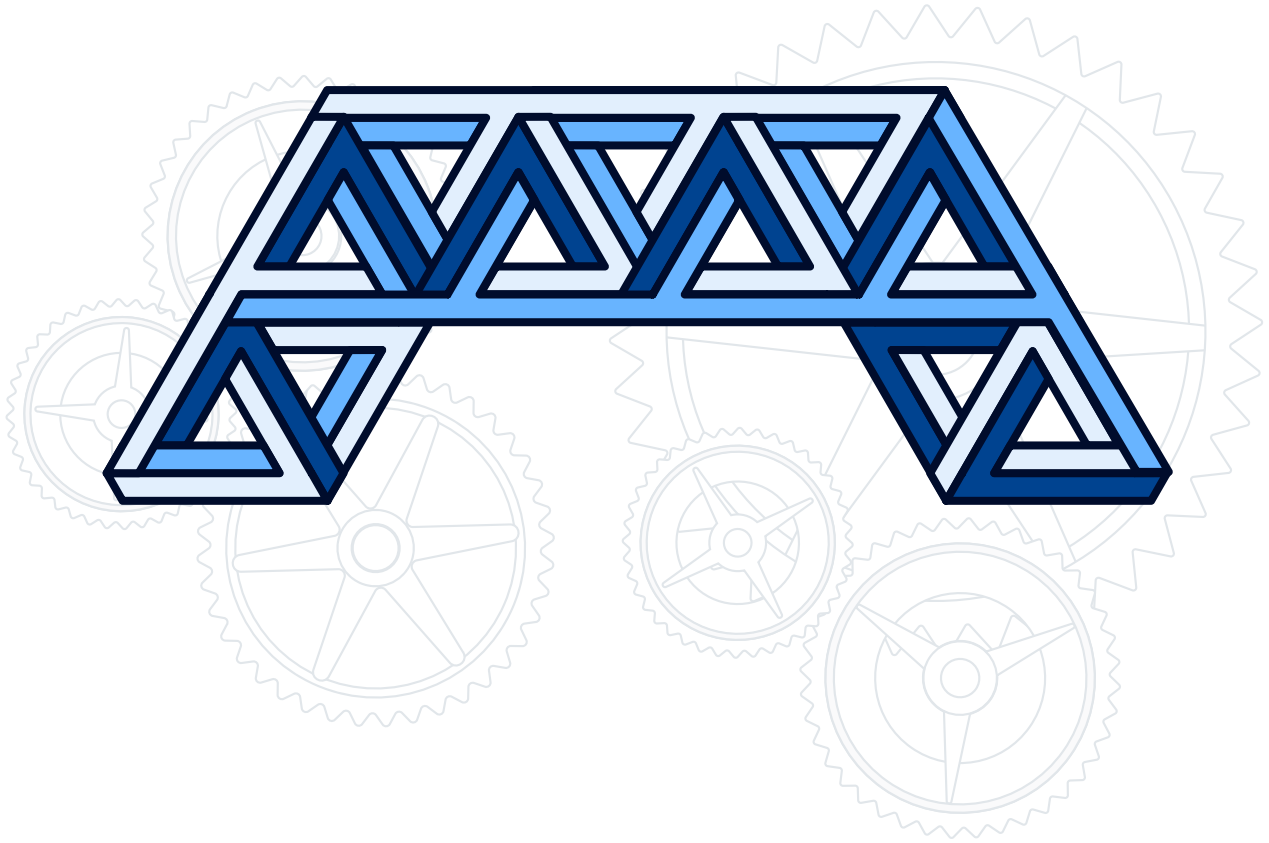
This is a huge, deeply concerning number, especially when you take into account the market volatility playing out in the aftermath of COVID-19. Why are so many businesses failing to prioritize and centralize the very kernel that got them started? What's blocking them, and how can we fix it?

Before we dive into advice, let's consider a common scenario in the business world: as a company grows and expands, it often becomes more complex, with new hires and additional layers of management. Unfortunately, this growth can lead to a breakdown in communication and understanding between different departments. The product roadmap, once clear and well understood, can become obscured and difficult to access. When this happens, the product team can seem like a mysterious "black box" rather than a valuable source of information. **This lack of collaboration and transparency can erode trust between product, leadership, and GTM departments such as marketing, sales, customer support, and success.**

Recentralizing company efforts around product teams is the key to restoring product to a place of sorely needed collaborative leadership. Without the org-wide alignment that results from working transparently and together under product's guidance, the cost to the business is considerable: missed goals and targets due to slow execution, wasted resources when misaligned teams aren't marching towards the same goal, poor morale– the list goes on.

In this guide, we'll explore why improving how the product team collaborates up, down, and across the business is so important, what goes wrong when it doesn't happen, the value in making sure it does, and specific steps you can take to promote alignment with all the stakeholders in your business.





## CHAPTER 1

# Building bridges: product-led, cross-departmental collaboration

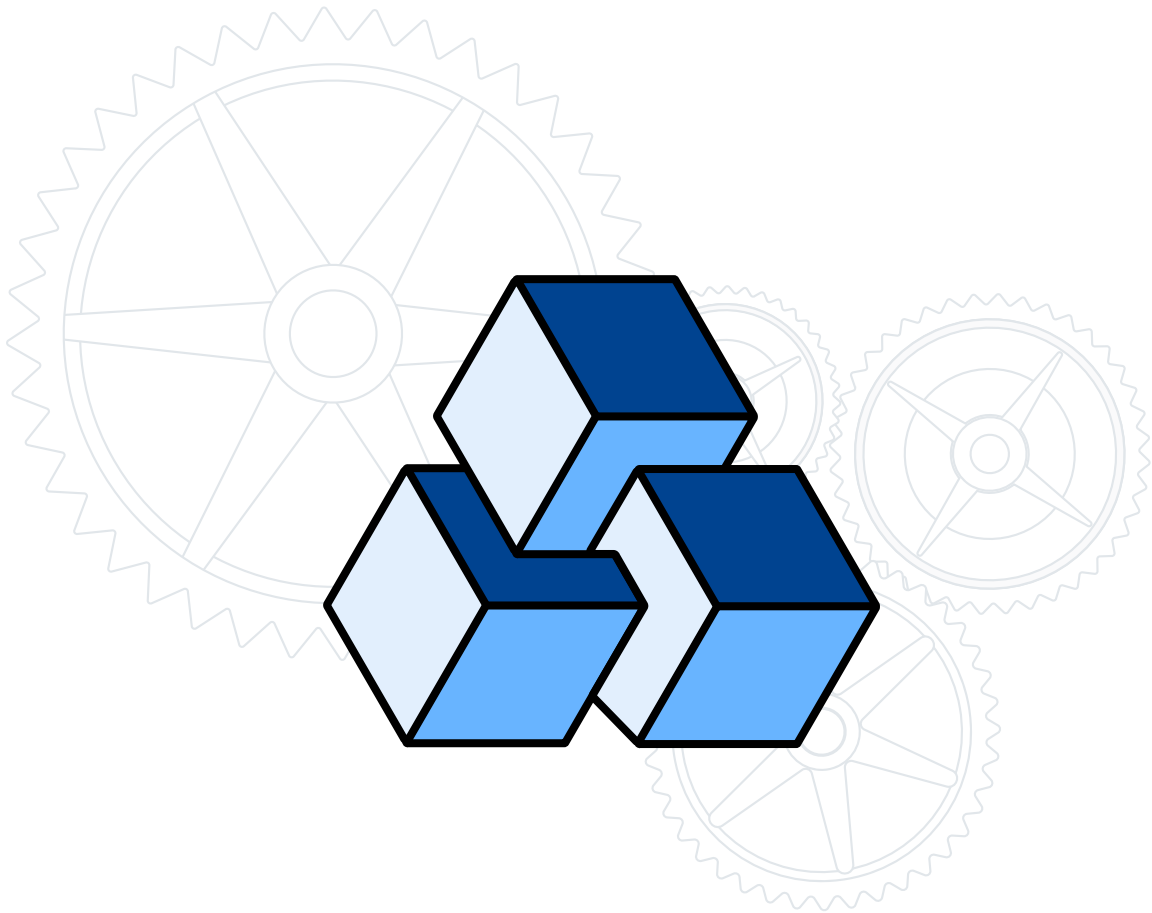
Effective cross-functional collaboration is crucial for product managers as their work goes beyond just managing products. They also play a pivotal role in driving business and customer outcomes by working closely with their customer-facing peers.

By engaging GTM and customer-facing roles across the business through the provision of pertinent context, regular updates, a sneak peek into upcoming developments, and soliciting feedback, product teams can effectively drive alignment and clarity. This is particularly timely given that [IDC has projected](#) that by 2024, **companies with intelligent and collaborative work environments will achieve a 30% surge in productivity and a 30% surge in revenue** per employee compared to their competitors.

Driving teamwork and alignment in this way also leads to product improving trust across the business, not to mention internal morale and retention. A [recent Harvard Business Review study](#) revealed that **78% of employees say a more supportive and collaborative work culture motivates them to stay with their employer for longer.**

When we expand on traditional advice concerning [product excellence](#), such as leveraging user insights, focusing on prioritization and roadmaps, and add in these elements of collaborative leadership, we see that there's much to be done. Because product managers sit at the very center of a business, they are uniquely positioned to connect teams like a conductor, harmonizing different needs, efforts, and functions to create cohesive and effective output.

We'll dive more into how product can connect with different roles across the business later in this guide and the benefits of doing so, but for now, it's enough to understand that achieving effective cross-functional collaboration is what allows PMs to gain influence, build trust, and create aligned impact within the company.



## CHAPTER 2

# The cost of product disconnect: 5 triggers that lead to turmoil

The success of any business depends heavily on the ability of EPD and GTM teams to work closely together in order to bring new products and features to market and ensure the continued success of those that already exist. When they lack proper alignment, it can lead to significant disruption that can negatively impact the organization.

This section will dig into five triggers that comprise a disconnected product team and the chaos that follows. By recognizing and addressing these triggers, companies can encourage better collaboration and alignment among teams, leading to more successful outcomes.

## **Trigger 1: A lack of cross-organizational alignment = unclear goals and a flurry of one-off feature requests**

Is your product team on the same page as the rest of the business? There's often a question of whether you're all moving in the same direction. Everything should start with a clearly defined product strategy that is influenced by the overall company strategy and an ideal customer profile that marketing, sales, customer success, and product have all agreed on.

If you're not aligned on these critical points, you're likely to find departments working at odds with each other. Your marketing or sales teams might be positioning your product in a way that's misaligned with how you're building it. This can lead to confusion or churn when customers can't make sense of the conflicting stories they're hearing and fail to realize the product value they want or need. Or, you might find that other teams don't understand or believe in your product strategy, which diminishes the impact the product organization can have and the ability to drive results. And when this happens, they start making a series of one-off feature requests. Because they have no confidence in your higher level strategy and direction, they resort to treating the product team like a feature factory.

## **Trigger #2: Siloed functions = disappointed customers**

When product works in a silo, the world of GTM and customer-facing teams doesn't stop turning. This often creates embarrassing — and potentially business-damaging — blunders. You don't want to find yourself in a situation where sales and CS teams are making unrealistic promises about if or when specific features will be released when trying to satisfy customers because they haven't consulted the product team first. Or, on the other side of the fence, it's equally problematic if the product team meets with a customer and hasn't been briefed on the conversations they've already had with customer-facing teams.

It's essential to keep in mind that a product is not just about the features you build — it's the holistic experience of the service offerings, the support, and education that comes along with it.

## **Trigger #3: Lack of transparency = lost feedback and frustrated customer-facing teams**

While the industry best practice is for product teams to speak with customers or users on a regular basis, the reality is that customer-facing teams can often become the conduit to customers, especially in bigger companies. If product teams aren't able to speak with customers directly, they begin to think of all of their customer-facing teams as an aggregate to the voice of the customer. If the customer-facing team is the conduit to the customer, then it is

important that they feel welcome to provide feedback on behalf of the customers and they feel like product is taking it seriously.

When this isn't the case, it creates friction and frustration. From their perspective, they spend hours submitting feedback and they have no idea what happens afterwards. Is the product team collecting it? Are they even reading it? Are they keeping it in mind as they prioritize? And are they going to keep customer-facing teams involved if they decide to pursue this idea? There's this sense that they're just sending their feedback into a black hole.

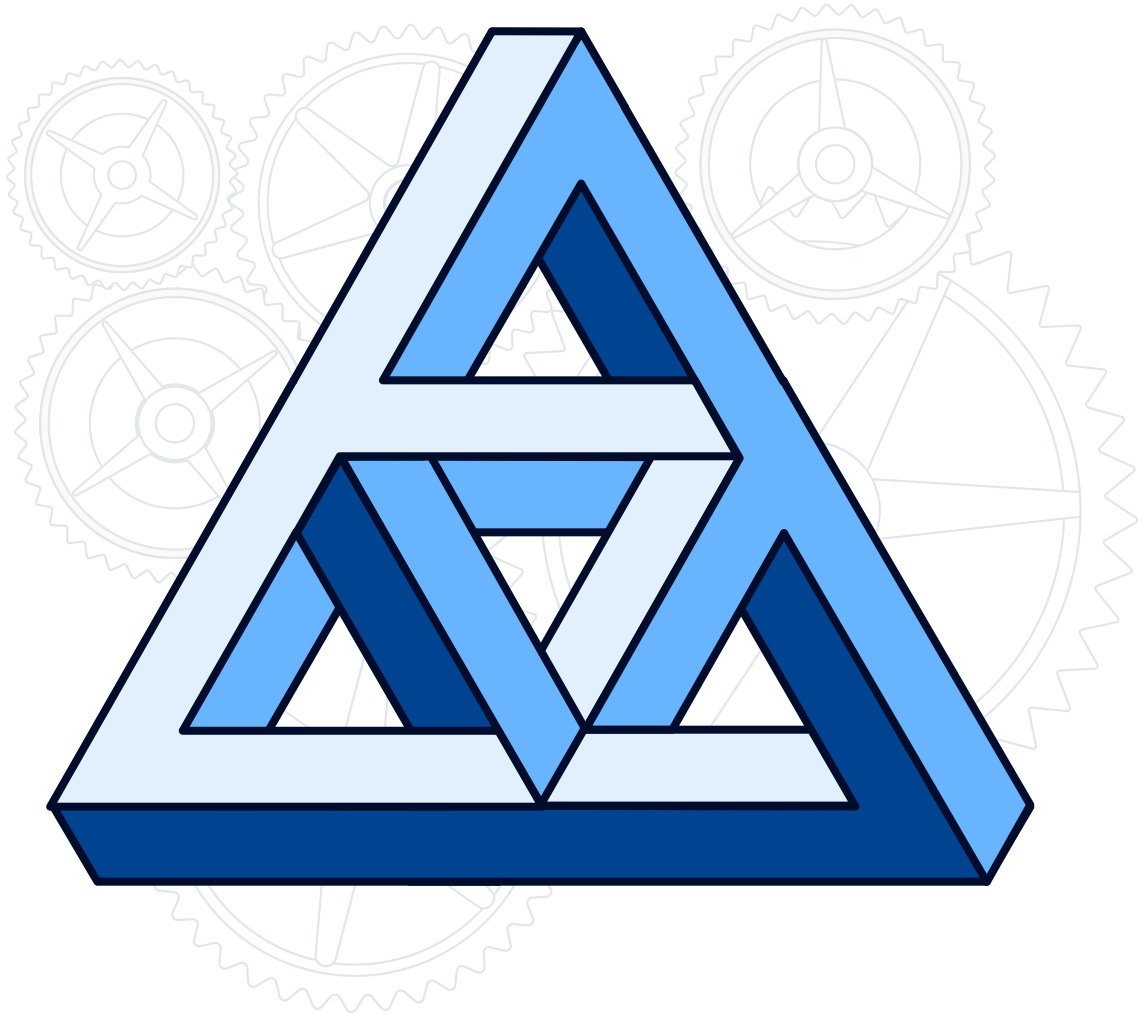
## **Trigger #4: A lack of trust in product = someone else takes over**

When there's no confidence in the product team, it's easy for another discipline to take over leading the direction of your product. In a sales-led organization, you might find yourself building bespoke features for specific customers with no overarching product or market strategy. If you're customer success led, then you're likely to focus on building features to keep customers from churning but ignore new revenue opportunities, while support-led organizations are essentially patching up the holes on a boat that's sinking. And on the other side of the spectrum, marketing-led organizations might be a bit too idealistic, looking too far into the future and not necessarily meeting the needs of today's customers.

## **Trigger #5: A lack of collaboration = failed products**

There's a lot of cross-team coordination that goes into successfully bringing products to market. This can include tasks like effectively working with product marketing so that the value prop speaks to customer problems and highlights the right use cases, or collecting customer quotes or testimonials for comprehensive social proof. And once the launch happens, there's more follow-up work to ensure adoption with customer success. But none of these things happen when product isn't aligned with the rest of the business, encouraging collaboration. And this means all the hard work you've put into building the product or feature is wasted as the launch fails to deliver the desired impact. In fact, [up to 95% of products and features released go unused](#).

Some (or maybe all?) of these pain points may sound familiar. And if that's the case, rest assured that the majority of product people have been in the same position for quite some time. But our goal with this guide is not just to commiserate — we also want to help you find ways to overcome these challenges. In the next section, we'll explore the business value of creating alignment.



CHAPTER 3

**Together we succeed:  
the advantages of a  
united business**

When the product teams take charge of improving the coordination and collaboration within an organization, they're able to facilitate better communication between different departments and stakeholders. As a result, the organization as a whole is likely to experience a number of positive outcomes:

### **Everyone is aligned and informed**

Stakeholders often struggle with the lack of visibility into product plans and priorities. Providing just the right amount of transparency into a product team's work means easily justifying decisions, and equipping colleagues with relevant, timely product information.

PMs can achieve this by defining the product vision and strategy and communicating this widely. The goal here is to enable salespeople, customer success managers, finance, and other stakeholders to have basic roadmap and product vision conversations without needing a PM present. One of the most effective ways to make this happen is by [creating and sharing product roadmaps across the company](#).

### **Product becomes a trusted business partner**

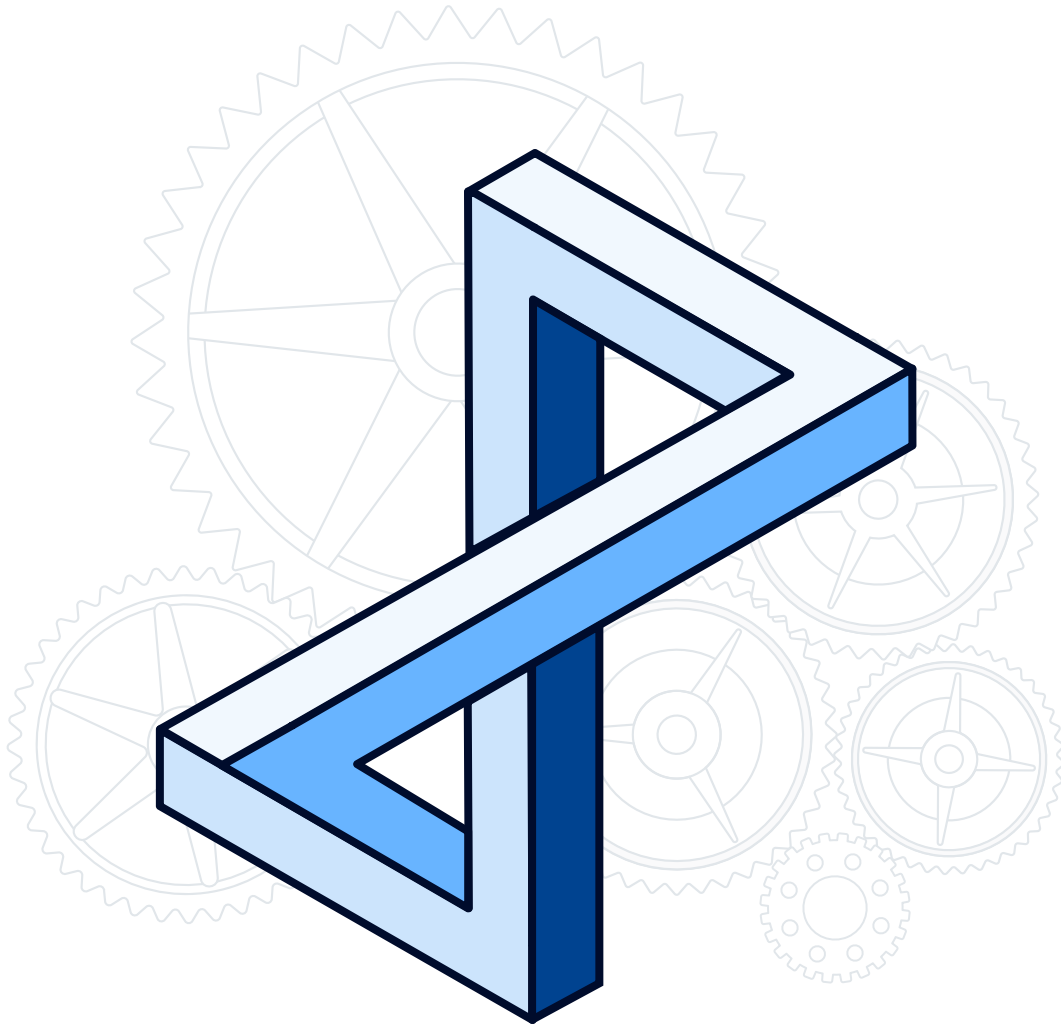
By shining a light on product, we are essentially highlighting the very essence of the business. Transparent, collaborative product teams create a space where every stakeholder feels confident and encouraged in providing their valuable feedback, insights, and ideas.

This inclusive approach not only makes everyone feel heard and acknowledged, but also empowers them to see first-hand the meaningful impact they can have on a company's offerings.

### **We all win the customer – together**

Each person's contribution is essential, and their unique perspective can lead to innovation, improvement, and growth. When product encourages an open dialogue and makes everyone feel like their input matters, it creates a sense of ownership and pride in the product, which ultimately benefits the business as a whole.

This united front translates to a united customer experience. For example, if a customer provides feedback, both customer success and product teams are aware of it and on the same page about what should be done. It also means that product and the rest of the business are picking the right ideal customer profile to serve and there's a clear workflow for handling VIP customer requests so they're escalated and no promises fall through the cracks.



## CHAPTER 4

# Collaboration cheat sheets: how product can partner with each department

Now that we know the benefits of product-led collaboration, let's go back to the first step: relationship building. To bridge the gaps between product and the rest of the business, it's crucial to nurture your existing relationships with other departments.

In this section, we'll share some tactics to help product leaders build stronger relationships and improve collaboration with leadership, GTM, and customer-facing teams.



## Product + the CEO/board of directors

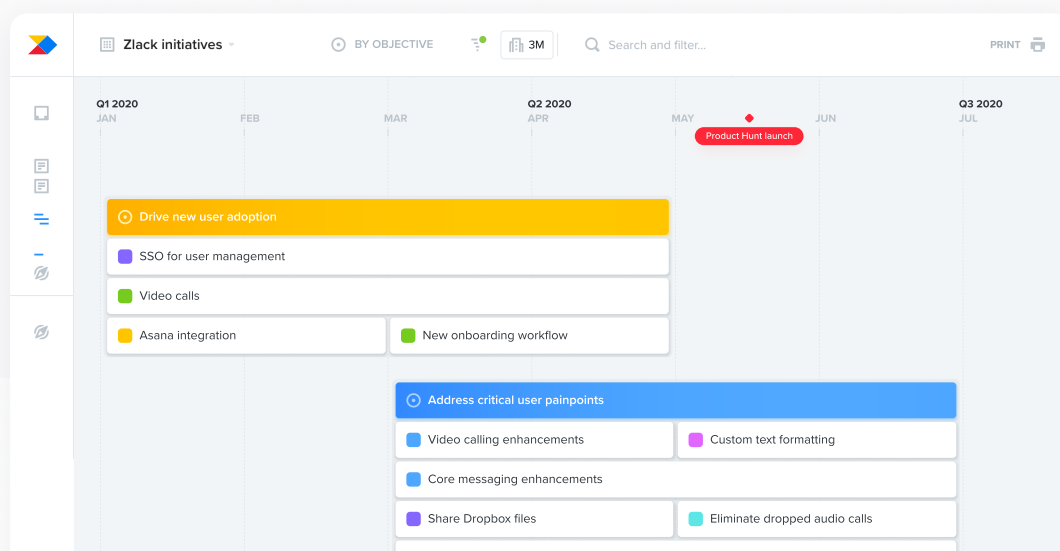
Product leaders can establish trust with their CEO and secure resources or investment in their strategy by clearly communicating their product vision, strategy, and roadmap to align with the company's overall objectives. Ensuring timely delivery on the roadmap and keeping commitments is crucial as delays can impact business performance and throw off forecasts. Moreover, CEOs (and CFOs) need confidence in investing in costly engineering resources, and product leaders must build that confidence by demonstrating the value and return on investment of their bets.

- ◆ **Present the business case** for product investments and prioritize resources to achieve the most impact.
- ◆ **Be transparent about the progress and performance of products**, providing regular updates and metrics to demonstrate the value of initiatives. Speak the language of the business and articulate the ROI and impact of products in a clear and concise manner.
- ◆ **Actively seek feedback and input from the CEO and board of directors**, incorporating their perspectives and insights into the product strategy and roadmap. This helps to build trust and credibility with key stakeholders and ensures that the product is aligned with the company's overall vision and direction.
- ◆ **Proactively manage risk** and be prepared to pivot the product strategy and roadmap if market or competitive conditions change. This requires a willingness to take calculated risks and make bold decisions when necessary, while still maintaining a focus on delivering value to customers and achieving business outcomes.

**Partner benefit:** working closely with the product team can help a CEO and a board of directors ensure the product strategy delivers on the corporate strategy, meet customer needs with mission-critical products, capitalize on market trends, and drive innovation.

### Using roadmaps to guide strategy discussions

At Productboard, the product teams regularly share high-level strategic roadmaps to discuss trade offs with our CEO, and make modifications for a roadmap that we then share with our board.



# Product + GTM leaders

Product leaders that want to build their career and standing in the organization have to have the full backing of GTM leadership. By building strong relationships and fostering a culture of collaboration and open communication, they can ensure the consistency, predictability, and alignment on messaging that GTM leaders so sorely need.

- ◆ **Establish regular communication** channels by setting up recurring meetings or check-ins with team leads to stay informed on their needs and to share updates on product developments.
- ◆ **Actively listen and gather feedback** by encouraging team leads to provide feedback on product features and enhancements. Use this feedback to guide product development decisions.
- ◆ **Collaborate to develop GTM strategies** that effectively communicate the value of new products and features to customers and prospects.
- ◆ **Involve customer success in the product development process** by inviting leads to participate in ideation and user research sessions to ensure that customer needs are being addressed.
- ◆ **Build trust and transparency** by being transparent about product decisions and roadmaps, and by following through on commitments and delivering on promises.

**Partner benefit:** Collaborating closely with the product team can provide GTM leaders with a clear understanding of the product vision and roadmap, enabling them to build their plans around it and sell the vision rather than the features to customers. To align expectations with the market, it is crucial that these roles have reliable insights into timelines. Likewise, customer success and sales leads must be aware of the ongoing development to effectively communicate it to customers. They also require a platform to voice their opinions and share customer feedback, which needs to be acknowledged and acted upon. Above all, regular collaboration will give GTM leads faith that the product team will fulfill their commitments.

# Product + sales (AEs)

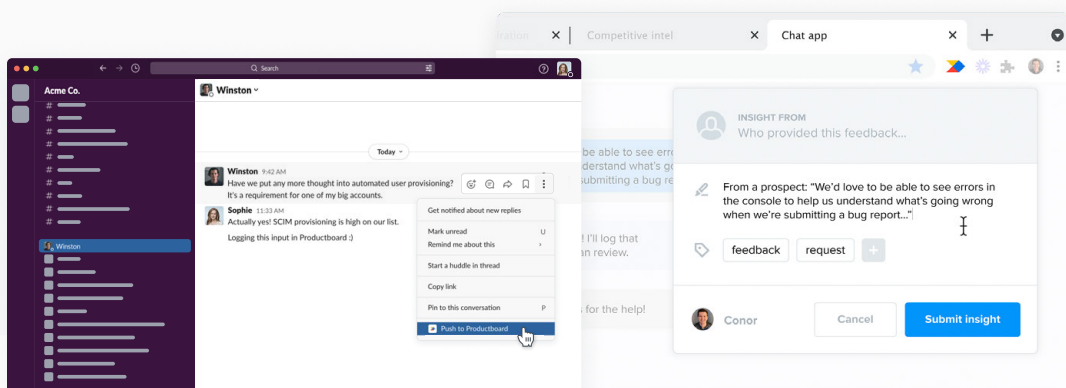
By working closely with AEs, product teams can gain valuable insights into customers' evolving needs and tailor their product development efforts accordingly. This collaboration can help to identify the most pressing customer pain points and the features that will be most valuable in addressing them. It can also prevent the development of features that may seem attractive on paper but do not have any real-world use cases, saving development resources and avoiding wasted effort.

- ◆ **Provide roadmap visibility** to ensure that sales teams are not making commitments to customers that the product team cannot deliver on as well as that everyone is working towards the same goals to drive revenue growth and customer satisfaction.
- ◆ **Close the feedback loop** by highlighting the completion of customer requested product changes and improvements with the sales team— an essential step in building a successful product and a loyal customer base. This enables teams to demonstrate the commitment to customer satisfaction and helps to build trust with customers.
- ◆ **Use what you learn** from the sales team to facilitate effective go-to-market strategies. Ask your sales team about customer buying behaviors, preferences, and pain points, which can be used to develop targeted marketing and sales strategies. This, in turn, can help increase customer engagement and ultimately drive revenue growth.

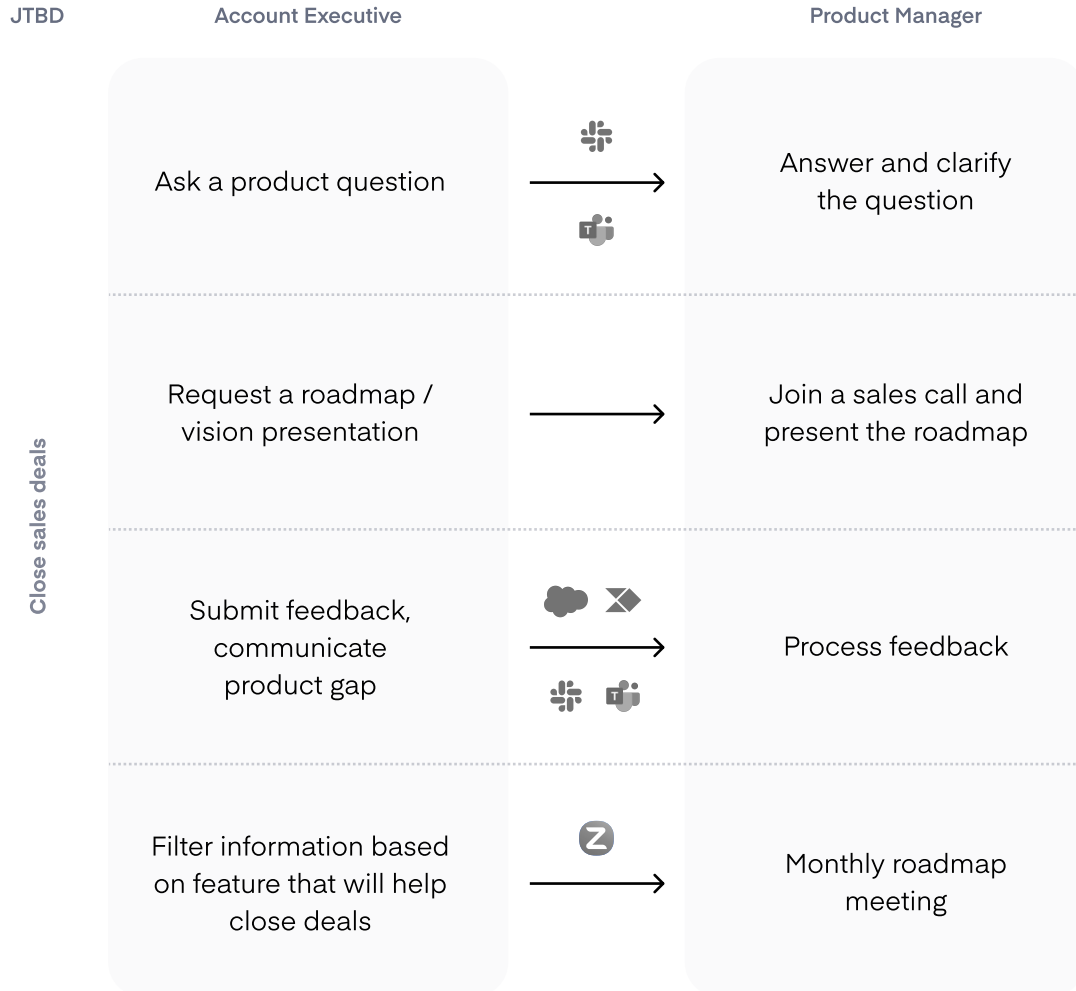
**Partner benefit:** Working closely with the product team can enable an AE to enhance their knowledge of the products they are selling, refine their sales strategy, boost customer satisfaction, and drive revenue growth by closing larger deals faster.

## Removing friction from feedback with Slack and Chrome

One way we foster stronger relationships with sales at Productboard is through our [Slack integration](#) and [Chrome Extension](#). This allows sales to put minimal work into submitting feedback that will help the company close deals in the future.



# Product + sales (AEs)



# Product + sales engineering

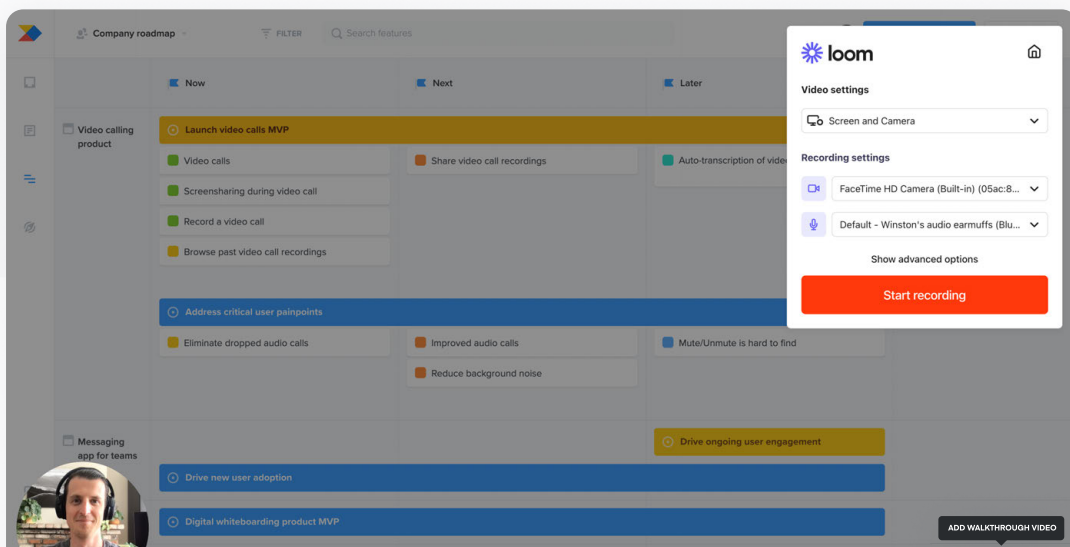
Product managers can play a critical role in supporting sales engineers by establishing a close working relationship. This helps ensure the product is being presented accurately to potential customers and that the product's technical capabilities are effectively communicated.

- ◆ **Provide timely, detailed information** on upcoming product releases, features, and enhancements, as well as product roadmaps. Sales engineers need to know about these developments to be able to effectively communicate the value of the product to prospects and customers.
- ◆ **Promote feedback** from sales engineers on the product's strengths, weaknesses, and areas for improvement. Sales engineers interact directly with prospects and customers, and their insights can be invaluable in identifying customer pain points and identifying new opportunities for product innovation.
- ◆ **Arm with documentation and training resources** to unblock deals when there are technical hurdles. This will help sales engineers become experts on the product and be able to quickly and effectively address prospects' or customers' technical questions or concerns.

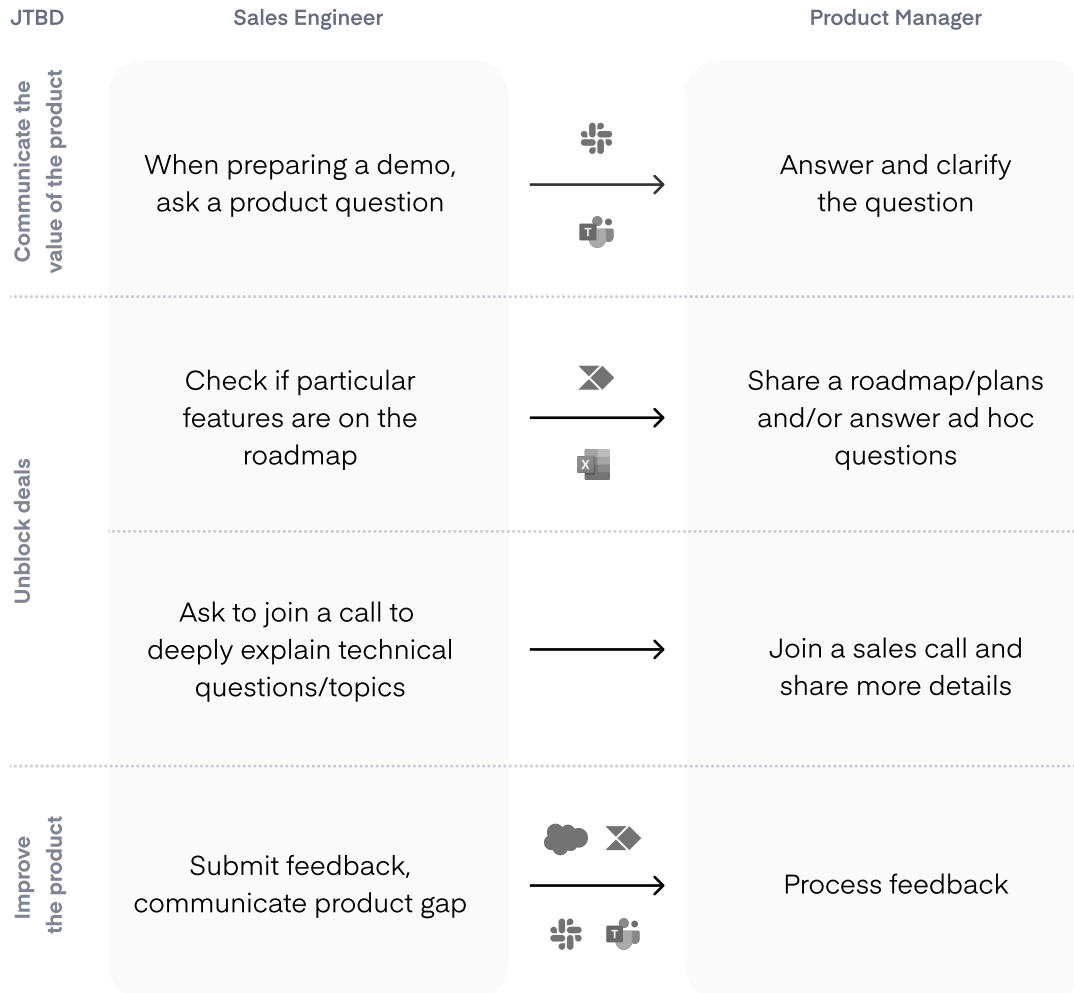
**Partner benefit:** When sales engineering and product teams collaborate closely, it can result in a thorough comprehension of the product and its potential, better communication and teamwork, and ultimately, elevated sales and enhanced customer satisfaction.

## Quickly adding context and detail with Loom

At Productboard, one way the product and sales engineering team collaborate is through our [Loom Integration for Roadmaps](#). Often the sales engineering team needs to re-work product demos given new feature releases, but they need more context about how each new initiative should be explained to customers. The Loom videos allow product managers to provide more context than what is simply on the roadmap.



# Product + sales engineering



# Product + customer success

Building relationships with the customer success team will help product teams understand customers' needs and requirements, which can then be used to inform product development. By listening to customer success managers and understanding their goals, product managers can ensure that the product is meeting the needs of the most important customers, which will increase loyalty and retention.

- ◆ **Establish a regular cadence of meetings** between product management and customer success management. During these meetings, customer success managers can provide feedback on the product and how it is being received by customers. They can also share insights on customer behavior and identify pain points that the product can address.
- ◆ **Regularly share product development plans and roadmaps** to help customer success understand why certain features are being prioritized and what they can expect in the future. If there are limitations or trade-offs that need to be made, make sure customer success understands why and feels comfortable explaining these decisions to customers.
- ◆ **Provide resources** to ensure that customer success managers have access to the necessary resources to effectively communicate the value of the product to customers. This can include product documentation, training materials, and other resources that can help them better understand the product and its capabilities, which in turn helps them deliver more of a white glove treatment and better serve and engage customers.
- ◆ **Close the feedback loop** by sharing roadmaps that reflect customer requests. This also allows CSMs to build stronger relationships with customers by giving them constant updates on features they've commented on, making everyone feel like the critical part of the process that they are.

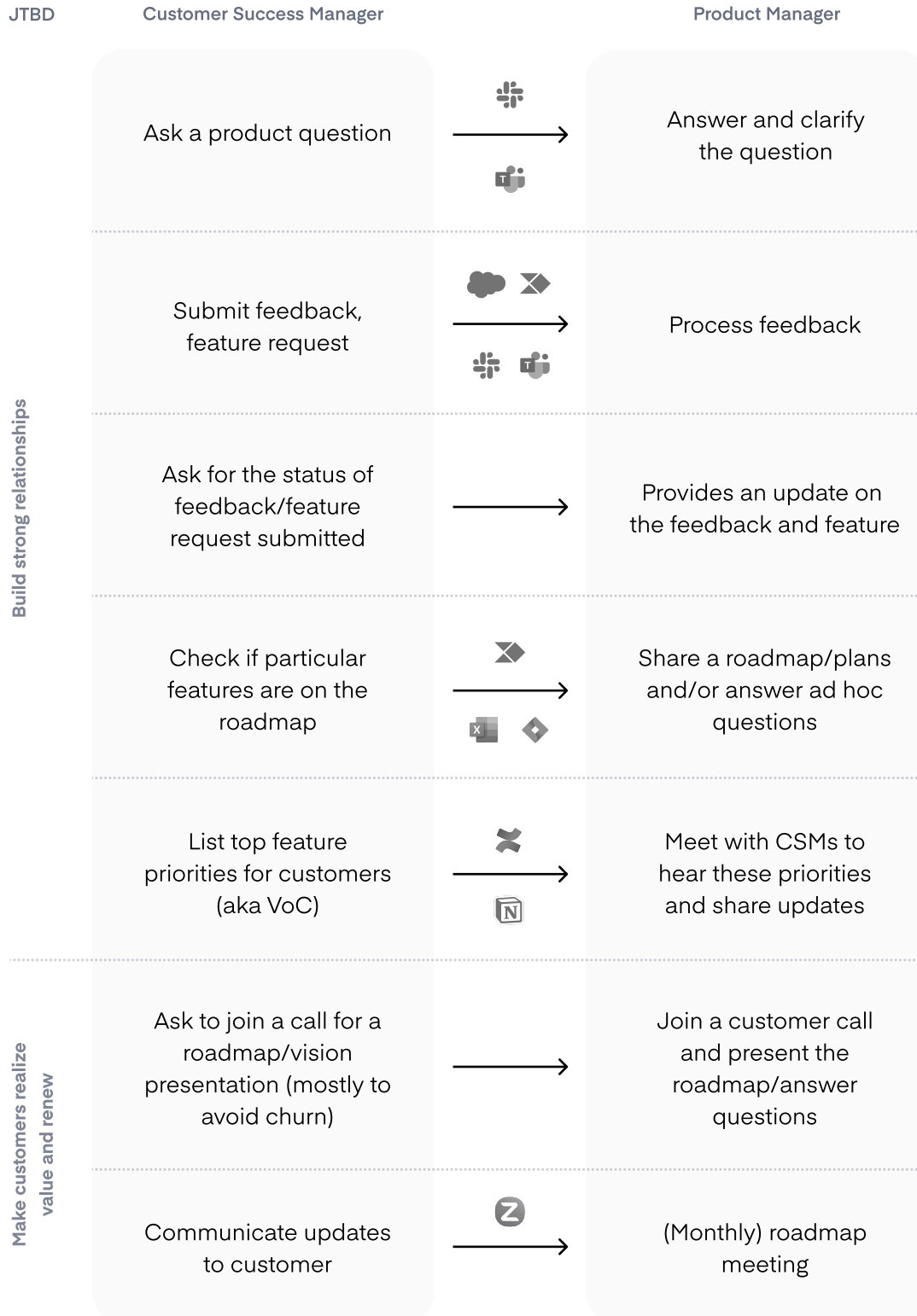
**Partner benefit:** The focus on retaining and expanding customers is a top priority for many. By working closely with product, the customer success teams can deepen their understanding of the product and its capabilities, which ultimately improves communication and strengthens the relationship between CSMs and customers. This collaboration is especially crucial during challenging economic times, as it provides the necessary assurance for successfully renewing contracts, upselling, and maintaining customer loyalty.

## Keeping everyone on the same page with the Customer Board

At Productboard, we have enabled most of our customer support teams onto our Customer Board, where they can keep track of their VIP accounts' product problems and requests. Customer success can submit new asks of product and see where in the life cycle those asks are, sufficiently closing the loop with customers.

The screenshot displays the Productboard Customer Board interface. At the top, there's a search bar and a filter set to 'By COMPANY'. Below this is a table with columns for 'NAME', '# OF NOTES', and '# OF FEATURES'. The table lists several companies: Airbnb (22 notes, 14 features), Apple (12 notes, 12 features), Avast (15 notes, 12 features), Delivery Hero (24 notes, 22 features), Disney (55 notes, 45 features), Envoy (34 notes, 14 features), and Facebook (21 notes, 20 features). To the right of the table, a detailed view for 'Apple' is shown, with tabs for 'DETAILS', 'NOTES', and 'FEATURES'. Under the 'FEATURES' tab, a feature request is visible: 'Automatically provision new users' by user 'Eva'. The request includes a 'Product discovery call' and a comment: 'We'd love to have a better way of adding new users to our product instance.' dated May 1.

# Product + customer success





# Product + customer support

By working closely with customer support teams, product can gain a better understanding of current customers' needs and pain points. This knowledge can then be used to inform product development and ensure that the product meets customers' requirements.

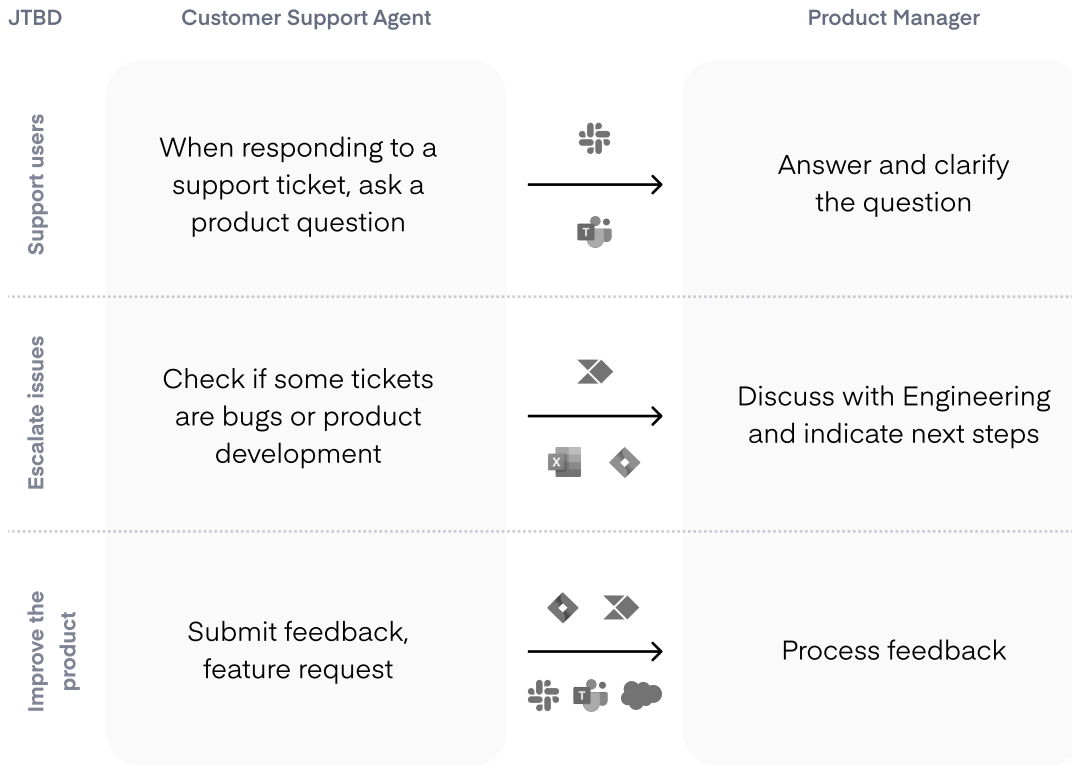
One caveat: product management teams should be mindful of building only for current customers and consider the needs of prospects and new target segments as well. This is why it's so important to establish clear communication with sales and marketing in addition to customer success and support teams.

- ◆ **Establish regular communication and collaboration channels** through regular check-ins or meetings. The support team can provide feedback on common customer issues or complaints and suggest product improvements that can help address these issues. Product management teams can use this feedback to prioritize their product roadmap and make data-driven decisions that will improve the user experience.
- ◆ **Provide training and resources** to support teams to ensure they are well equipped to handle customer inquiries and issues. This can include product demos, FAQs, and knowledge base articles. By investing in the training and development of support teams, product management teams can ensure that support is able to handle customer inquiries effectively and provide a positive customer experience.
- ◆ **Define clear escalation paths** for P0 and P1 issues that require urgent attention from the product team. With a clear escalation process, support teams can quickly and efficiently escalate critical issues to the product team, which can help minimize any negative impact on the customer experience.
- ◆ **Develop a shared understanding of customer needs and feedback.** This can help ensure that product management is aware of the most pressing customer needs and can build products that address those needs. When product management decides not to build a feature or implement a suggestion from support, it is important to explain why and provide transparency to avoid the feeling of a "black box."

**Partner benefit:** When customer support and product teams collaborate, they can bring their unique perspectives and expertise to the table, leading to a more comprehensive understanding of the issues at hand. This collaboration allows for a more efficient and effective resolution of customer issues, as the product team can quickly provide insights into the technical aspects of the product, while the customer support team can offer valuable insights into the customer's needs and concerns.

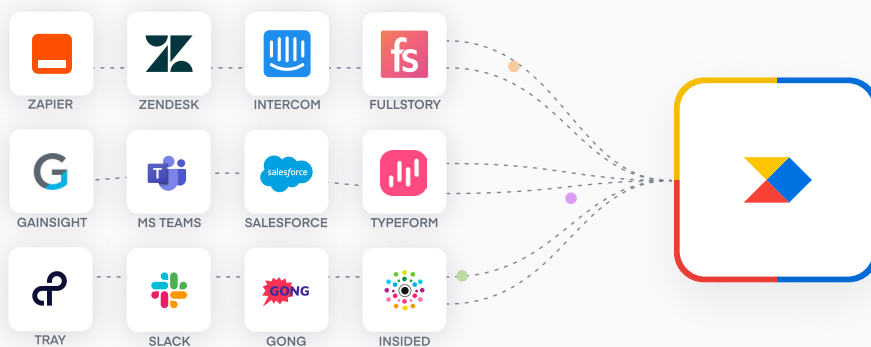
By resolving customer issues more quickly and effectively, this collaboration can significantly increase customer satisfaction and loyalty. Satisfied customers are more likely to continue doing business with a company and may even recommend the company to others.

# Product + customer support



## Surfacing trends from Zendesk and Intercom

At Productboard, we foster better relationships between customer support and product through our integrations with [Zendesk](#) and [Intercom](#). There can be many small product bugs or asks made by different types of end users at customers, but over time these can become trends. For example, it may not be a major problem if your product loads slowly once for one person, but if you start to see an uptick of this problem, you will want to fix this over net new product work. Productboard allows you to send in all tickets from Zendesk and Intercom and then look at trends, upleveling your relationship across departments.



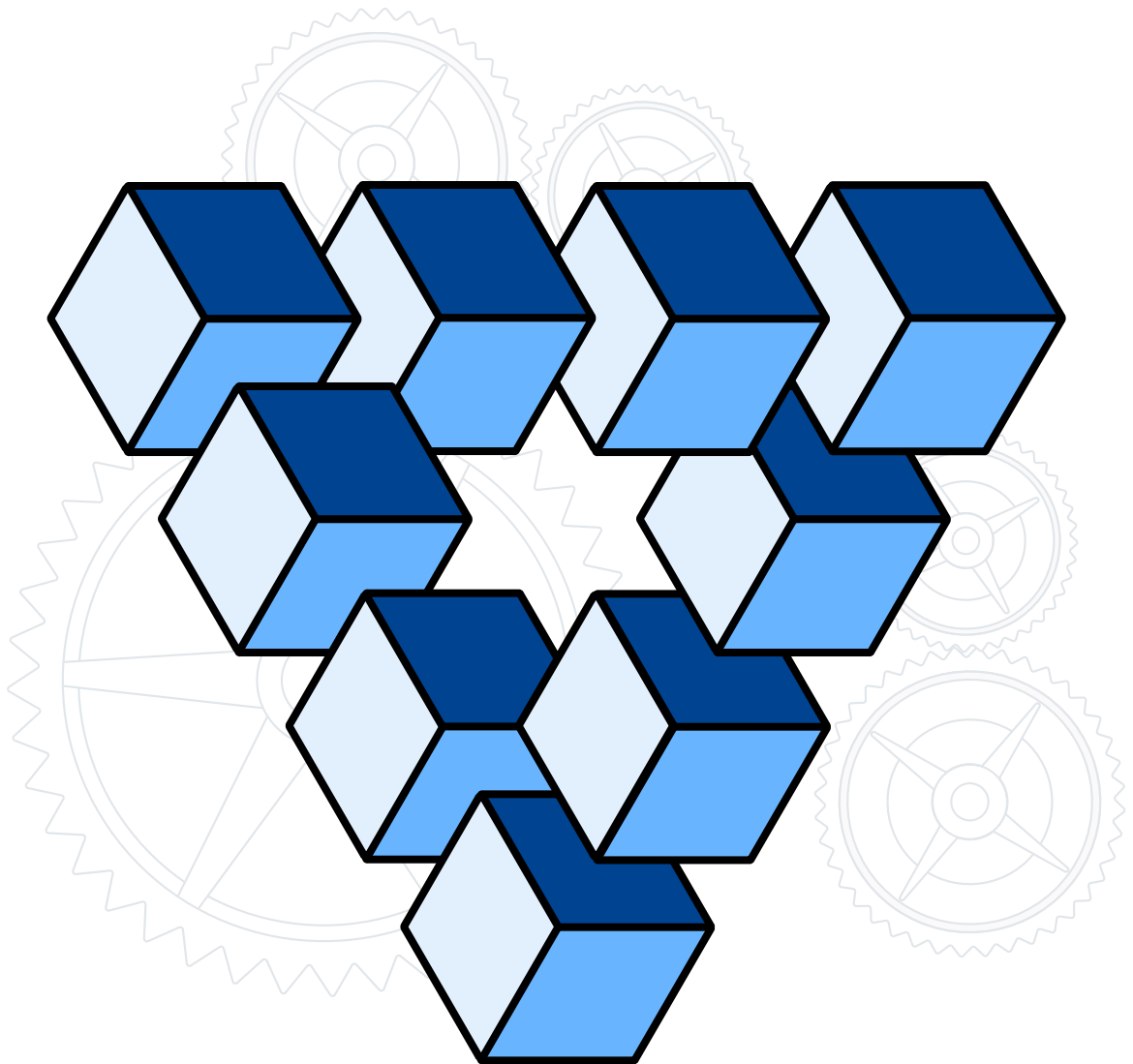
# Product + marketing

By closely collaborating with the marketing team, product teams can reap several benefits. The marketing team's profound knowledge of the target audience and effective outreach strategies can provide valuable insights into customer behavior, preferences, needs, and market trends. With access to this knowledge, product teams can create products that cater to diverse audiences and stay in tune with the latest market trends and competition— a perfect recipe for sparking meaningful innovation.

In addition, providing advance notice of upcoming product launches can assist marketing teams in developing effective launch and go-to-market plans. They also require a thorough understanding of each feature to communicate its value in the appropriate channels, which is critical to achieving success.

- ◆ **Provide insight into product features**, benefits, and target customer segments. This information can help product marketing create messaging that resonates with the target audience and effectively communicates the product's value proposition. Product management can also help product marketing understand the customer needs and pain points that the product is solving, allowing for the development of targeted marketing campaigns.
- ◆ **Solicit feedback from product marketing** on how the product is being received by customers, which features and benefits are resonating with customers, and which areas may need improvement. Seek insights on market trends and competitive developments so product can design a product roadmap that aligns with the company's overall strategy.
- ◆ **Be a thorough partner on the GTM strategy** by reviewing the competitive landscape and customer needs together to ensure that you're not only building the right product, but connecting its value to customers effectively.

**Partner benefit:** By collaborating closely, marketing and product teams can guarantee that the product is positioned and marketed effectively. This not only prevents the adverse consequences of over-promising but can also yield more powerful marketing content, such as demos, case studies, and other marketing materials that can be utilized to communicate the product's value to potential customers.



## CHAPTER 5

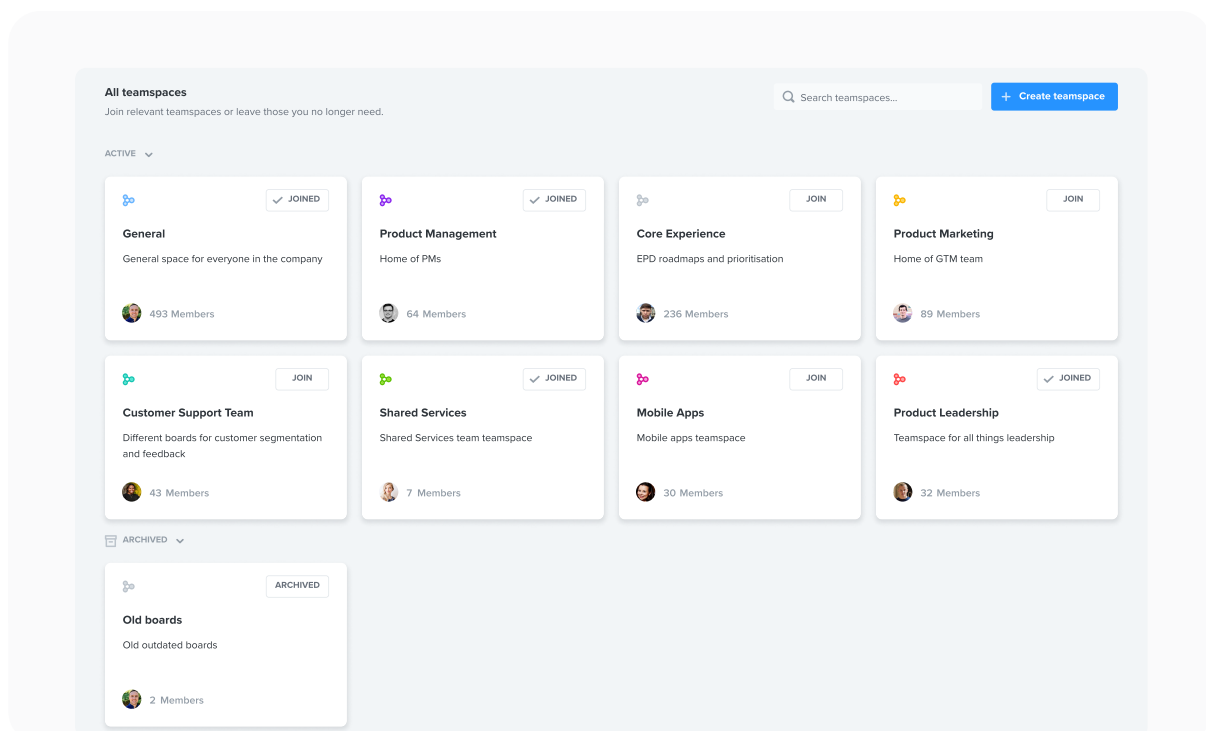
# Unite the business by engaging everyone in the product process

Here at Productboard, we're always on the lookout for fresh ways to encourage product-led collaboration in order to unite the business. [Our latest initiative](#) allows product organizations to engage stakeholders from across the business throughout the product development process with the information they need by curating boards containing the context at the level of detail they need, including interactive product roadmaps, customer feedback, and feature prioritization data. PMs can also organize the entire product organization in one workspace. Each team has its own space to manage their data and views of their roadmaps, features, customer feedback, and everyone has easy access to all the information that's relevant to their work and can customize the Productboard main menu sidebar to reflect their role and priorities.

Improve ways of working and move work forward up, down, and across the organization with the ability to:

- ◆ Organize teamspaces by team, department, focus area, or however your organization is structured, and move relevant roadmaps, and product information into the teamspaces to serve the needs of your product teams and stakeholders.
- ◆ Create dedicated teamspaces for specific stakeholders or cross-functional teams, such as marketing or customer support, and group relevant product information .
- ◆ Neatly organize product information relevant to your team.
- ◆ Curate your main menu by joining only teamspaces that are relevant to you, and hiding the ones that aren't.

Getting started is easy, and inserting yourself into relevant conversations is even easier. Browse all teamspaces to stay on top of what's happening in your product organizations– all boards are neatly organized around teams, making it easy to find relevant information:



# Conclusion

We've covered a lot of material in this guide, including why it's so critical to have alignment between product and various GTM and customer-facing teams, and offered some tactics to help you take steps in this direction.

Achieving these outcomes will unlock new business value for your company while creating a closer connection between what product is delivering and your company's overarching goals. It's also how product leaders and their organizations gain influence and succeed.

By following these tips to become a master of product-led collaboration, you will:

- ◆ **Improve organizational efficiency** by empowering stakeholders from across the business to self-serve information, have immediate answers for their pressing product questions, and spend less time making and following up on one-off requests to product.
- ◆ **Reduce the risk of poor go-to-market launches** with better access to information. Since "voice of the customer" teams will have the information they need, you'll be able to release new features in a more timely manner and draw more market attention.
- ◆ **Accelerate revenue growth** with reduced delays and better coordination of bringing products to market. Go-to-market teams can sell new products and features sooner and can be unblocked in their go-to-market activities faster, speeding up the revenue impact of new products.

Productboard is designed to connect to the entire ecosystem and allow you to do your best work with every department. We've shared a few examples throughout this guide to help illustrate this point, but there are so many more ways we can help you foster cross-functional communication and alignment.

Want to learn more about how Productboard can help you facilitate alignment between product and the rest of your business? [Get in touch to book a demo!](#)



## About Productboard

Productboard is the customer-centric product management platform that helps teams get the right products to market faster. Over 6,000 companies, including Microsoft, 1-800-Contacts, and UiPath, use Productboard to understand what users need, prioritize what to build next, and rally everyone around their roadmap. With offices in San Francisco, Prague, and Vancouver, Productboard is backed by leading investors like Tiger Global Management, Index Ventures, Kleiner Perkins, Sequoia Capital, and Bessemer Venture Partners.

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