

## CHECKLIST FOR A NEW PMM ROLE

Consume all the product training material, collateral, and online tutorials available.

Find the organizational chart so you can easily see who does what.

Schedule meetings with:

- Your boss
- Marketing team leads
- Sales leaders
- Sales enablement
- Product management

Ask about their current projects, challenges, needs, and how you can help.

Get a product demo from the product manager. Record it. Ask for a demo script.

Spend an hour a day in the product. Aim to do a product demo yourself.

Get on sales discovery calls. Listen for customers' pain points and buying triggers.

Shadow a few sales deals from start to finish to understand the entire buying journey and the different buyer personas.

Start digging around your competitors' websites and social channels. Make notes.

Set up google alerts on your company and your top competitors.

Subscribe to your company's corporate blog and social pages.

Read some key industry reports.

Start following the key analysts and influencers in your space.

