**TOOL AUDIT**

**Tool 1: Competencies of Good Product Managers**

* Renamed so the names match, in Vecteris template

**Tool 2: Sample Product Management Job Descriptions**

* Renamed so the names match, reformatted, added logo

**Tool 3: Product Strategy Template**

* Renamed so the names match, in Vecteris template

**Tool 4: Product Portfolio Scoring Template**

* Formatting looks great! In Vecteris template

**Tool 5: Product Portfolio Matrix Template**

* Formatting good

**Tool 6: Customer Needs Identification Worksheet**

* Formatting good

**Tool 7: Sample Root Cause Analysis**

* Renamed so the names match, in Vecteris template

**Tool 8: Competitor Research Checklist**

* Excel, added Vecteris logo to header

**Tool 9: Competitor Comparison Grid**

* Excel, added Vecteris logo to header

**Tool 10: Competitor Analysis Templates**

* There are two separate documents
* Scrubbed both docs to remove identifiable data, in Vecteris template

**Tool 11: Customer Interview Guidelines and Questions**

* Slides 2-4 all reference other resources. One in particular Justin Wilcox does not have a link as the others do. Delete that page?
* Added logo and formatted

**Tool 12: Sample Interview Deck and Questions**

* Looks great

**Tool 13: Voice of the Customer Insight Tracking Template**

* Added logo, made some very slight tweaks for readability

**Tool 14: Customer Advisory Board Creation Checklist**

* Created in Vecteris template.
* Highly recommend sharing this ONLY as PDF to make sure everything locks in place

**Tool 15: Sample Survey Questions**

* Formatted, added Vecteris logo to header

**Tool 16: Charter Customer Advisory Board Guide**

* Updated to main template

**Tool 17: Product Strategy Template for Developers**

* Formatted, added logo

**Tool 18: Positioning Statement (aka “Elevator Pitch”) Template**

* Now in Vecteris template

**Tool 19: Multi-Channel Marketing Campaign Planning Template**

* In Vecteris template

**Tool 20: Go-to-Market Checklist and Templates**

* In Vecteris template
* Deleted graphics/examples from slides 8 and 10 that aren’t ours

**Tool 21: Product SWOT Analysis Instructions**

* Added logo, light formatting

**Tool 22: Product Feature Scoring Template**

* Needs Vecteris logo OR citation (where did this come from?)

**Tool 23: Product Roadmap Template**

* In Vecteris template

**Tool 24: Product Portfolio Roadmap Template**

* Looks good