
CAREER DIAGNOSTIC

Product Manager

Targeting: Director of Product / VP Product

Priya Sharma

Currently: Senior Product Manager, NovaTech Solutions (B2B SaaS)

Industry: Enterprise Software / SaaS

Location: Bengaluru, India

10 years in Product Management · MBA (IIM Lucknow)

SANDESH SIDDARAM

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Disclaimer

Sample report. "Priya Sharma" and "NovaTech Solutions" are illustrative — built to demonstrate the structure and depth of a real engagement.

Names, companies and identifying details are changed. Built to show the structure and depth of a real report. The person and company are fictional.

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PART A

The Diagnosis

What your profile actually says about you — and what hiring managers see in the first 6 seconds.

SECTION 1

LinkedIn Audit

I spent 40 minutes on Priya's LinkedIn profile before writing this report. Here is what I found — and here is the problem.

The headline

Current: "Senior Product Manager at NovaTech Solutions | B2B SaaS | Agile | Product Strategy"

THE PROBLEM

This headline describes a job title, not an outcome. When a VP Engineering at a Series C company searches for a Director of Product, they are not typing "Agile" into the search bar. They are looking for someone who has scaled a product from 500 to 5,000 enterprise accounts — and your headline says nothing about that.

HOW WE FIXED IT

"Product leader who scaled a B2B platform from ₹12 Cr to ₹47 Cr ARR across 3 product lines — NovaTech Solutions"

One sentence. One number. One company. That is all a headline needs to do.

The About Section

Priya's About section is 312 words long. It reads like a third-person biography. It mentions "cross-functional collaboration" four times. It mentions revenue zero times.

Element	What I Found	Score
Headline	Title + buzzwords, no outcome	2 / 10
About Section	Third-person, no numbers, reads like a CV summary	3 / 10
Experience Section	Lists responsibilities, not achievements	4 / 10
Featured Section	Empty	0 / 10
Recommendations	3 received, all generic ("great to work with")	3 / 10
Activity / Content	Last post 14 months ago — a job-change announcement	1 / 10
Skills & Endorsements	47 skills listed, no strategic prioritisation	4 / 10
Profile Photo & Banner	Photo is professional. Banner is default LinkedIn blue.	5 / 10

Overall LinkedIn Score

22 / 80

★ SAN SPEAKING:

Priya, I want you to hear this clearly. Your LinkedIn profile right now is invisible to the people who would pay you ₹55 lakh. Not because you are not good enough — you are. But because nobody who searches for a Director of Product will find a "Senior PM who does cross-functional collaboration". They will find the person whose headline says "scaled B2B ARR from X to Y". That is the person who gets the inbound message.

SECTION 2

CV Audit

I reviewed the CV Priya submitted. Here is the pattern I see in almost every product manager CV that crosses my desk.

What the CV says vs. what it should say

WHAT THE CV SAYS NOW	WHAT A HIRING MANAGER NEEDS TO SEE
"Led product roadmap for enterprise platform"	"Grew enterprise platform from 340 to 1,200 accounts in 18 months — ₹12 Cr to ₹28 Cr ARR"
"Managed cross-functional team of 12 engineers and designers"	"Built and shipped 3 product lines with 12 engineers — 94% on-time delivery across 22 sprints"
"Implemented agile methodologies across 3 product teams"	"Cut sprint cycle from 4 weeks to 2 weeks — feature velocity up 65%, defect escape rate down 40%"
"Responsible for product strategy and stakeholder management"	"Presented product strategy to 4 enterprise clients (₹2 Cr+ each) — 3 renewed, 1 expanded scope by 40%"
"Worked on customer retention initiatives"	"Reduced churn from 18% to 9% in 6 months by rebuilding onboarding — NPS moved from 32 to 61"

★ SAN SPEAKING:

The left column is activity. The right column is evidence. A Director of Product hire is a ₹50-70 lakh decision. Nobody makes that decision based on "managed stakeholders". They make it based on "grew ARR from X to Y, reduced churn from A to B, shipped product C in D months".

The numbers are already in your head. They are just not on the paper.

CV Structure Issues

- Length: 4 pages. Should be 2 pages maximum for a Director-level role in India
- Format: Dense paragraphs with no white space. Hiring managers scan in 7 seconds — your CV requires a careful read to find anything
- Sequence: Education listed before experience. At 10 years, experience leads
- Tools section: 23 tools listed including JIRA, Confluence, Figma, Miro, Amplitude. Drop to 6-8 that matter for the target role

- References section: Remove. Nobody checks references at the CV stage
- Objective statement: "Seeking a challenging role in product management" — this line actively hurts you. Remove it entirely

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SECTION 3

Visibility Score

Visibility is the thing most product managers completely ignore. You build products for a living — but you have not built any visibility for yourself.

0

LinkedIn posts last 6 months

340

Profile views last 90 days

0

Inbound recruiter messages this quarter

3

Generic recommendations

What these numbers mean

A Senior Product Manager at a B2B SaaS company in Bengaluru with 10 years of experience should be getting 1,500-2,500 profile views per quarter and 8-15 inbound messages from recruiters. You are getting 340 views and zero messages.

This is not because the market is slow. The product management hiring market in India grew 23% year-on-year in 2025-26. Companies are actively looking for people at your level. They are just not finding you.

MARKET DATA

There are roughly 12,000 Director of Product and VP Product openings in India right now on LinkedIn, Naukri, and direct company career pages combined. About 3,400 of those are at B2B SaaS companies. Your profile, in its current state, is visible to approximately none of them — because you rank on page 8 of LinkedIn search for "Product Manager B2B SaaS Bengaluru".

Metric	Priya — Current	Benchmark (Director-level PM)
LinkedIn SSI Score	38 / 100	65-75 / 100
Profile views (90 days)	340	1,500 - 2,500
Search appearances (weekly)	23	120 - 200
Content engagement rate	N/A (no posts)	3-5% per post
Inbound recruiter messages / quarter	0	8 - 15

Metric	Priya — Current	Benchmark (Director-level PM)
Published articles / thought pieces	0	2-4 per month

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SECTION 4

The Pattern

I have now looked at Priya's LinkedIn, her CV, her visibility numbers, and the way she describes her work. Here is the pattern I see.

The Feature-Led Trap

Priya speaks product fluently. Sprint planning, user research, A/B testing, roadmap prioritisation, stakeholder alignment — she can talk about all of it. And that is exactly the problem.

She talks about **how** she builds products. She never talks about **what happened** when those products shipped. The business outcome is always missing.

THE PATTERN

Feature-led language: "I launched the self-serve onboarding flow" — this tells me you shipped a feature.

Business-led language: "I launched the self-serve onboarding flow. Activation rate went from 23% to 61%. Support tickets dropped by 40%. The sales team stopped spending two hours per account on manual setup" — this tells me you changed a business metric.

The first sentence gets you shortlisted for Senior PM. The second sentence gets you shortlisted for Director.

Here is why this matters right now. In 2025 and 2026, companies are not hiring product leaders to build more features. They are hiring product leaders to fix unit economics, reduce churn, and find the next revenue line. If your entire story is about features, you are competing for the wrong seat.

★ SAN SPEAKING:

Priya, I have seen this pattern in maybe 200 product managers over the last two years. The ones who make Director before 35 are not smarter than you. They are not better PMs. They have just learned to translate their work into the language that the person writing the cheque actually cares about. That language is revenue, retention, and margin. We are going to teach you that translation.

PART B

The Numbers That Hurt

Where you are versus where you should be — and the money you are leaving on the table.

SECTION 5

Where You Are vs. Where You Should Be

Let me put some numbers on the gap. These are not aspirational targets — they are what the market is paying right now for the role you want.

₹32L

Priya's current CTC

₹55L

Director of Product median CTC

₹23L

The gap per year

Component	Priya — Current	Director of Product — Market
Base Salary	₹24,00,000	₹40,00,000 - ₹48,00,000
Variable / Bonus	₹4,00,000 (12.5%)	₹8,00,000 - ₹12,00,000 (20-25%)
ESOPs / RSUs	₹4,00,000 (vesting)	₹8,00,000 - ₹18,00,000
Total CTC	₹32,00,000	₹55,00,000 - ₹78,00,000

Where I got these numbers

Market data from 2025-26 compensation surveys across Glassdoor India, LinkedIn Salary Insights, and direct verification from three recent placements in my network. Filtered for: B2B SaaS, Director-level, Bengaluru/Hyderabad/Gurgaon, 8-15 years experience.

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SECTION 6

The Money You Are Leaving Behind

This is the section most people skip. I am asking you not to.

Priya has been at Senior PM level for three and a half years. She was passed over for the Director promotion internally once (the role went to an external hire). She has been casually exploring the market for about a year but has not had a serious process.

Period	Lost Income	What This Means
Year 1 (already happened)	₹23,00,000	Difference between current CTC and Director median
Year 2 (happening now)	₹25,30,000	Year 1 gap + 10% annual increment on the higher base
Year 3 (if nothing changes)	₹27,83,000	Compounding gap — the difference widens every year
3-Year Cumulative Loss	₹76,13,000	This is real money you will never recover

THE COMPOUNDING PROBLEM

Every year you stay at the wrong level, the gap does not stay the same — it grows. Because increments are a percentage of base. A 10% increment on ₹24 lakh is ₹2.4 lakh. A 10% increment on ₹44 lakh is ₹4.4 lakh. You are not just losing the gap — you are losing the growth on the gap. Over a 10-year career horizon, this one delay costs you more than ₹2 crore.

★ SAN SPEAKING:

I know these numbers can feel uncomfortable. That is deliberate. I want you to feel the weight of doing nothing. Not because I want to sell you something — I want to sell you something, obviously, but that is not why I am showing you this. I am showing you this because the single biggest risk in your career right now is not a bad interview. It is another year of comfortable stagnation.

PART C

The Fix

Your story rewritten, your profile rebuilt, your scripts prepared — section by section.

SECTION 7

Your Story — Rewritten

The first thing we fix is how you talk about yourself. Not your CV — that comes after. Your story. The 90-second version that comes out of your mouth when someone says "tell me about yourself" or "so what do you do?"

The current story (what Priya says today)

"I am a Senior Product Manager at NovaTech Solutions. I have about 10 years of experience in product management. I have worked in B2B SaaS, mostly on enterprise products. I manage a team of 12 and I am responsible for the product roadmap and strategy. Before NovaTech I was at Zeta Technologies and before that at Wipro."

WHAT IS WRONG WITH THIS

This story has no numbers, no outcomes, no differentiation. Literally any Senior PM in Bengaluru could say this. It also ends on a resume recitation (Zeta, Wipro) which makes the listener's eyes glaze over. Most importantly — it does not answer the question the hiring manager actually has: "What will this person do for me?"

The rewritten story

THE REWRITE

The 90-second version:

"I am a product leader at NovaTech — we build enterprise workflow software for mid-market companies. Over the last three years, I took our core platform from about 340 enterprise accounts to just over 1,200. ARR went from ₹12 crore to ₹47 crore in that period.

The thing I am best at is figuring out why enterprise customers churn — and fixing it before they leave. I rebuilt our onboarding experience last year and cut churn from 18% to 9% in six months. That single project saved us about ₹4.5 crore in annual revenue.

I am now looking for a Director of Product role where I can do this at a larger scale — ideally a B2B SaaS company that has product-market fit but has not yet figured out how to retain and expand its enterprise base."

Why this version works

- Numbers in the first 20 seconds: 340 to 1,200 accounts, ₹12 Cr to ₹47 Cr ARR
- A specific superpower: churn diagnosis and prevention — not generic "product strategy"
- Revenue impact quantified: ₹4.5 Cr saved — this is the language a CTO speaks
- Clear positioning for the next role: tells them exactly what she is looking for
- No resume recitation: NovaTech is the only company mentioned because it is the most relevant

★ SAN SPEAKING:

Priya, I want you to practise this story out loud — not in your head, out loud — at least ten times before you use it anywhere. The first three times will feel awkward. The numbers will feel like bragging. They are not bragging. They are evidence. The discomfort you feel saying "I grew ARR from ₹12 Cr to ₹47 Cr" is exactly the discomfort that has kept you at Senior PM for three and a half years.

Five Signature Stories

Beyond the 90-second version, you need five ready-to-go stories that demonstrate the specific competencies a Director of Product is hired for. Each story follows the STAR-R format: Situation, Task, Action, Result, Reflection.

Story	One-Liner	Competency
1. Scale Story	"How I scaled the enterprise platform from 340 to 1,200 accounts"	Growth / Scaling
2. Save Story	"How I cut churn from 18% to 9% and saved ₹4.5 Cr"	Retention / Revenue

Story	One-Liner	Competency
3. Build Story	"How I built the analytics product line from zero to ₹6 Cr ARR"	0-to-1 / Innovation
4. Fix Story	"How I turned around a product team with 65% sprint completion to 94%"	Execution / Ops
5. Influence Story	"How I convinced the CEO to kill a ₹3 Cr feature and redirect to retention"	Leadership / Strategy

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SECTION 8

LinkedIn — Rebuilt

Your LinkedIn profile is not a resume. It is a landing page. And right now, your landing page has a bounce rate of about 95%. Here is how we fix it.

Headline

CURRENT	REWRITTEN
Senior Product Manager at NovaTech Solutions B2B SaaS Agile Product Strategy	Scaled a B2B platform from ₹12 Cr to ₹47 Cr ARR Product Leader Enterprise SaaS NovaTech

About Section — The Rewrite

Here is the About section I would write for Priya. It follows a 5-part structure: Hook (one number), Context (what I do), Evidence (three results), Positioning (what I want next), and Contact.

REWRITTEN ABOUT SECTION

"In the last 3 years, I have taken a B2B enterprise platform from 340 accounts to 1,200 and from ₹12 Cr to ₹47 Cr in ARR.

I am a product leader at NovaTech Solutions. My job is to figure out why enterprise customers leave — and build the product changes that make them stay. And grow.

Three things I have done that I am most proud of:

- Cut enterprise churn from 18% to 9% in 6 months (saved ₹4.5 Cr/year)
- Built the analytics product line from concept to ₹6 Cr ARR in 14 months
- Grew sprint delivery rate from 65% to 94% across 3 product teams

I am exploring Director of Product opportunities in B2B SaaS — particularly companies that have found product-market fit but have not yet cracked enterprise retention and expansion.

If that sounds like your company, I would love to talk: priya.sharma@email.com"

Experience Section

Each role gets the same treatment: company context (1 line), your scope (1 line), then 3-5 quantified results as bullet points. No responsibilities. Only outcomes.

- NovaTech Solutions (1 line): B2B enterprise workflow platform, 1,200+ customers, ₹47 Cr ARR
- Your scope (1 line): Leading product for the core enterprise platform and the analytics product line. Team of 12.

- Result 1: Grew enterprise accounts from 340 to 1,200 (3.5x) in 3 years
- Result 2: Reduced enterprise churn from 18% to 9% — ₹4.5 Cr/year in saved revenue
- Result 3: Built analytics product line from zero to ₹6 Cr ARR in 14 months
- Result 4: Improved sprint delivery from 65% to 94% across 3 product teams
- Result 5: Led pricing restructure that increased ARPU by 22%

Featured Section

Your Featured section is currently empty. This is prime real estate. Here is what goes there:

- A 2-minute Loom video: "How we cut enterprise churn from 18% to 9%" — this is your best story, make it visual
- A LinkedIn article: "3 things I learned scaling a B2B platform to 1,200 enterprise accounts"
- A case study PDF: one-page summary of the analytics product launch (0 to ₹6 Cr)
- An image or carousel: "The Product Manager's retention playbook" — 5-slide visual

Recommendations

You need 5 specific recommendations. Not "Priya is great to work with" — but specific, outcome-based recommendations from people whose titles carry weight.

#	Who To Ask	What They Should Speak To
1	Your CTO or VP Engineering at NovaTech	Product strategy and business impact
2	A senior enterprise customer (VP/Director level)	Customer obsession and product quality
3	Your engineering lead	Execution, sprint delivery, technical collaboration
4	A peer PM or design lead	Cross-functional influence and mentoring
5	A direct report (if you have one)	People leadership and coaching

SECTION 9

Salary Negotiation Scripts

You are going to get asked about salary. And if you handle it the way most people do — blurting out a number in the first call — you will leave ₹5-8 lakh on the table. Here is the script for every stage.

Script 1 — When they ask your current CTC

WHAT TO SAY

"My current total compensation is around ₹32 lakh. But I want to be transparent — the number that matters to me is not where I am today, it is what the Director of Product role pays in the current market. Based on my research, that range for B2B SaaS companies of your size in Bengaluru is ₹55-70 lakh. I would expect us to land somewhere in that range based on the scope of the role and the value I bring."

Script 2 — When they ask your expected CTC

WHAT TO SAY

"I would rather not anchor on a number before I understand the full scope. From what I know so far, the market range for this role is ₹55-70 lakh. But if the scope is significantly larger — say, owning P&L for the entire product line — I would expect the compensation to reflect that. Can you share the band your team has approved for this role?"

Script 3 — When they make an offer below market

WHAT TO SAY

"Thank you for the offer. I am genuinely excited about this role and this team. The number is a bit below what I was expecting based on the market data I have. Specifically — for a Director of Product role at a B2B SaaS company with this scope, the market is ₹55-70 lakh. Your offer is at ₹48 lakh. Is there flexibility to move closer to the ₹58-60 lakh range? I want us to start in a place where I do not need to revisit this conversation in six months."

The three rules

- Never be the first to say a number: Always ask for the band first. If pressed, give a range anchored to market data, not your current CTC
- Never negotiate on email: Tone does not carry. Always do the final negotiation on a call. Email to confirm the agreed number afterwards
- Never accept on the spot: "I am very excited about this. Can I have 48 hours to think it through?" — this alone has saved people ₹4-6 lakh in my experience

★ **SAN SPEAKING:**

Priya, this is the part where most product managers lose money. Not because they are bad at negotiation — product managers negotiate for a living. They lose money because they feel awkward negotiating for themselves. They negotiate ₹2 crore feature budgets with their CEO and then accept the first salary offer because it feels rude to push back. It is not rude. It is professional. The company expects it.

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SECTION 10

Interview Scripts — The Five Questions That Decide

Director of Product interviews follow a predictable pattern. Five questions carry 80% of the weight. Here they are, with the scripts to answer them.

Question 1: "Tell me about yourself"

This is not a warm-up question. It is the most important question in the interview. Your answer sets the frame for everything that follows.

YOUR ANSWER

Use the 90-second story from Section 7. Do not deviate. Do not add. Do not start with "so basically I am from Pune and I did my BTech from..." — start with the number.

Question 2: "What is the biggest product you have scaled?"

YOUR ANSWER

"The biggest in terms of business impact was our enterprise platform at NovaTech. When I took it over, we had about 340 enterprise accounts doing around ₹12 crore in ARR. Over three years, we grew that to 1,200 accounts and ₹47 crore.

The growth came from three bets I made. First, I rebuilt the onboarding flow — activation rate went from 23% to 61%, which meant more of our trial customers actually started using the product. Second, I introduced a usage-based expansion model — customers who hit certain thresholds got an automatic upsell trigger. That alone added ₹8 crore. Third, I killed three features that were consuming 30% of engineering time but driving less than 2% of revenue — and redirected that capacity to the analytics product line, which went from zero to ₹6 crore in 14 months."

Question 3: "How do you prioritise?"

This is a trap question. They are not asking about your framework. They are asking whether you can say no to the CEO.

YOUR ANSWER

"I will answer this with an example rather than a framework. Last year our CEO wanted us to build a ₹3 crore feature — a custom dashboard for our top 5 accounts. The sales team was pushing for it hard.

I ran the numbers. The feature would take 4 months and 6 engineers. The same 6 engineers, in the same 4 months, could rebuild our onboarding flow — which I knew was leaking 77% of trial signups.

I presented both options to the CEO with the revenue impact. The dashboard would retain ₹3 crore from 5 accounts. The onboarding fix would recover ₹8 crore from the 200+ accounts we were losing every quarter.

He killed the dashboard. We shipped onboarding. Churn went from 18% to 9%."

Question 4: "Tell me about a product that failed"

YOUR ANSWER

"In my second year at NovaTech, I pushed to build a self-serve reporting module. I was convinced it was the right bet. We spent 5 months on it. Adoption after launch was 11% — embarrassingly low.

The mistake was that I built it based on what enterprise admins told us in surveys. When I actually sat with 20 end users after launch, I found out they did not want to build reports — they wanted the reports to come to them. They wanted alerts and scheduled digests, not a report builder.

I scrapped the module and rebuilt it as an automated insights engine. Adoption went from 11% to 67% in three months. The learning: survey data from buyers is not the same as usage data from users. I stopped trusting surveys for feature validation after that."

Question 5: "What would you do in the first 90 days?"

This is a trick question. The answer is NOT a list of initiatives. The answer is: "I would spend the first 30 days understanding before I change anything." — See the full 30-60-90 plan in the next section.

SECTION 11

30-60-90 Day Plan for Director of Product

This plan is built for a Director of Product joining a B2B SaaS company with product-market fit, 500-2,000 enterprise customers, and a team of 15-40 across product, design, and engineering.

Days 1–30: Listen, Learn, Map

Objective: Understand the product, the team, the customer, and the numbers before changing anything.

- Meet every PM, engineer lead, and designer individually — 30-minute 1:1s. Ask: "What is the one thing you wish someone would fix?"
- Sit in on 10 customer calls (mix of sales, CS, and support). Take notes on language — what words do customers use vs. what words your product uses?
- Pull the last 12 months of product data: activation, retention, churn, NPS, feature adoption by cohort. Build one dashboard that shows the health of each product line
- Map the revenue attribution: which features drive expansion, which drive retention, which are not used at all
- Understand the competitive landscape — not from marketing materials, from 5 lost-deal interviews with the sales team
- Document the current planning process: how are decisions made today? Who has veto power? Where does work get stuck?

DAY 30 DELIVERABLE

Deliverable at Day 30: A 5-page "State of Product" memo shared with the CEO and CTO. This is not a recommendations doc — it is a "here is what I found" doc. It builds trust and shows you understand the business before you start changing it.

Days 31–60: Quick Wins + Strategic Bets

Objective: Ship 2-3 quick wins that build credibility while designing the 6-month roadmap.

- Identify 3 quick wins from the Day 30 analysis — things that are broken, annoying, or costing revenue that can be fixed in 2-3 weeks each
- Ship the first quick win publicly — make the entire company aware that you fixed something customers complained about
- Run a product strategy offsite with your PMs and engineering leads (half day). Frame the next 6 months around 3 strategic bets — not 15 features
- Restructure the sprint process if needed — one retrospective to identify the biggest process bottleneck

- Start weekly product metrics review with the team — 30 minutes, same time, same data, every week
- Establish a customer advisory group — 8-10 enterprise customers who will give you feedback in exchange for early access

Days 61–90: Execute and Communicate

Objective: Deliver measurable results and present the 6-month product roadmap.

- Present the 6-month product roadmap to leadership — framed as 3 strategic bets with expected revenue impact, not a list of features
- Show the results from quick wins: metrics before and after. Make it visible to the whole company in all-hands
- Implement a product review cadence with the CEO: monthly 1-hour review of metrics, bets, and decisions needed
- Begin the first strategic bet: scope, team allocation, and the 30-day milestone that proves the bet is working
- Build one public-facing product insight — a blog post, a customer webinar, or a conference talk — that positions the company as a product-led org
- Write your own 90-day retro: what you got right, what surprised you, what you would do differently. Share it with your manager

★ SAN SPEAKING:

This plan is not about being busy. It is about being right. Most new Directors fail not because they are incompetent but because they start changing things in week two before they understand why those things exist. The 30-day listening period is not inaction — it is the most strategic thing you can do. The CEO who hired you will be watching for judgement, not just speed.

SECTION 12

Visibility Plan — 90 Days

This is the plan that takes Priya from 340 profile views and 0 inbound messages to 2,000+ views and 10+ inbound conversations per quarter.

Content calendar — first 30 days

Week	Content	Timing
Week 1	Post 1: "The single metric that told me our enterprise product was dying" (churn story)	Tuesday 8:30 AM
Week 1	Post 2: Comment on 5 posts by product leaders you want to be seen by	Daily, 10 mins
Week 2	Post 3: "Why I killed a ₹3 Cr feature and what happened next" (prioritisation story)	Tuesday 8:30 AM
Week 2	Post 4: Short insight — "One question I ask every customer that product surveys miss"	Thursday 9:00 AM
Week 3	Post 5: "How I rebuilt onboarding and cut churn in half" (numbers + before/after)	Tuesday 8:30 AM
Week 3	Article: "3 lessons from scaling a B2B platform to 1,200 accounts" (LinkedIn article)	Saturday 10:00 AM
Week 4	Post 6: "The hardest conversation I had as a PM — and what it taught me about leadership"	Tuesday 8:30 AM
Week 4	Post 7: Reply to a trending product management debate with your actual data	Thursday 9:00 AM

The 5-5-5 daily routine (15 minutes total)

- 5 minutes: Comment thoughtfully on 3 posts by people in your target network (VPs, CTOs, product leaders at companies you want to join)
- 5 minutes: Respond to any comments on your own posts — LinkedIn rewards engagement velocity
- 5 minutes: Send 2 connection requests with a personal note — not "I'd like to add you to my network", but "Saw your post about enterprise churn — we solved a similar problem at NovaTech, would love to exchange notes"

Expected results by Day 90

Metric	Day 0	Day 90 Target
Profile views	340 / quarter	1,500 - 2,500 / quarter
Connection requests (inbound)	~10 / month	60-100 / month
Recruiter inbounds	0 / quarter	8-15 / quarter
LinkedIn SSI score	38 / 100	60-70 / 100
Content impressions	0	15,000 - 40,000 / month

Sample report
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SECTION 13

Practice Protocol — 14 Days Before the Interview

You have an interview scheduled. Here is exactly what to do for the 14 days before it.

Days	Focus	What To Do
Day 14-12	Company Research	Read the company's last 4 quarterly blogs / press releases. Note: what are they building, what are they struggling with, who are their competitors. Find 3 things their product does well and 2 things it does badly.
Day 11-10	Panel Research	Look up every interviewer on LinkedIn. Read their posts. Understand what they care about. If the VP Engineering posts about technical debt, your answer to "what would you prioritise" should mention paying down debt.
Day 9-8	Story Rehearsal	Practise all 5 signature stories out loud. Time them — each should be 90-120 seconds. Record yourself and play it back. Notice where you hesitate.
Day 7-6	Mock Interview	Get a friend or mentor to run through the 5 key questions (Section 10). If no one is available, record yourself answering them on video.
Day 5-4	Weak Spots	Identify the 2 questions you stumbled on in the mock. Rewrite the answer. Practise those 2 ten times each.
Day 3-2	Your Questions	Prepare 5 questions to ask the interviewer — NOT about WFH policy. Example: "What does the product team's relationship with revenue look like today?"
Day 1	Final Prep	One full run-through of the 90-second story + 5 signature stories. Then stop. Do not over-prepare on the last day — go for a walk.

★ SAN SPEAKING:

Most people prepare for interviews the night before. That is like training for a marathon by running once the day before the race. The people who get Director offers are not smarter — they are more prepared. 14 days of focused, structured preparation is the difference between "they liked me but went with someone else" and an offer letter.

PART D

How You Get Your Own Diagnostic

Everything in this report, built for you, your role and your numbers.

Sample
Sandesh Siddaram
linkedmaster.com

Where to start

Everything you have just read gets built for you. Your company, your role, your years, your numbers. Nothing here is a template with your name on top.

All offers at a glance. Same prices on every sample and on linkedmaster.com/start. Pick the one that matches where you are stuck today.

Offer	For whom	What you get	India	Outside India
The File (this report)	Not getting calls, or stuck at the same level	A written report like this one, built from your form, CV and a voice note. 48 hours. Your profile rebuilt line by line and a 90-day plan you run yourself. The AI tools are included for 3 months.	₹9,999	\$149
The File + The Hour	You want to ask questions, or an interview is coming	Everything in The File, plus a recorded hour with me. The report is written out of that conversation, along with your interview preparation and your first list of 40 names.	₹24,999	\$399
90 Days	You are making a real move. By application, 6 people at a time	Weekly for 3 months. The list built and worked with you, the profile rebuilt with you, and me between sessions.	₹30,000 a month	\$600 a month

Start at linkedmaster.com/start. India: pay on the page. Outside India: fill the short form first and I send a payment request by email the same day.

★ SAN SPEAKING:

Most people should start with The File. It tells you where the real block is. If it shows the problem is the interview room, add The Hour.

Putting it in perspective

The move you are planning — whether it is a bigger title, a new company, or a salary correction — is worth somewhere between ₹5 lakh and ₹40 lakh a year. And that is before you count the increments that compound on top of the new base for the rest of your career.

THE COST OF DOING NOTHING

The real cost is not the fee. The real cost is another fourteen months of being stuck, skipped over, and watching people with half your capability take the seat you wanted — because they knew how to show up differently.

What I do not promise

- I do not guarantee you a job. Nobody honest does. Too many things are outside both our control.
- I do not have a placement arrangement with any company and I will not pretend I can get you an interview.
- I will not write lies into your diagnostic. If a number is not yours, it does not go in.
- If you do not do the work — the practice, the outreach, the follow-through — the diagnostic will not save you. I give the plan and the training. You do the reps.

★ SAN SPEAKING:

What I do promise is this. You will walk out of this diagnostic knowing exactly why you have been stuck. And you will walk into your next opportunity with a document that was built for one person, one role, and one company — not for everybody.

That is the whole thing. Nothing more, nothing less.

This diagnostic was built by a human being

who has sat on both sides of the table for 24 years.

SANDESH SIDDARAM

24 years in Operations, Engineering and Quality · Sr. Vice President level
10 companies · 7 industries · 3 national performance awards · Six Sigma Black Belt
Founder, LinkedMaster.com · 95,000+ followers · 90M+ impressions, zero ads
Author — "Crafted by 40! Art of My Life"

sandesh@linkedmaster.com · +91 83174 10045



This report was built for one person.

Yours would be built for you. Your role, your numbers, your target company. Written from your form, your CV and a five-minute voice note, and delivered in 48 hours.

Career Diagnostic — ₹9,999 in India · \$149 outside India

linkedmaster.com/start

Scan the code, or type that address.

*Sample report. Names and companies are illustrative — built to demonstrate the structure and depth of a real engagement.
Development and preparation service only. No job guarantee, no placement promise.*

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