

Staying Ahead in Product Management

Target Audience: Product Managers, Product Developers, Marketers, Commercial Managers and similar roles that are involved in the product management process from idea generation through to product launch and post-launch activity.

Key Learning Outcomes

- Learn to think strategically and implement tactically as a product manager.
- Understand the product life cycle and its implications.
- Use tools to analyse your product markets and to differentiate and position your products.
- Know what value means from a customer perspective and how to proactively respond to this.
- Apply the tools and techniques on real case study projects in your company/industry.
- Develop strategies for your products' success.

Course Experience

- ✓ Theory: Latest best practice
- ✓ Team discussions
- ✓ Individual and group exercises
- ✓ Case studies
- ✓ Technique application practice
- ✓ Business problem solving
- ✓ Personal action planning

Course Outline

DAY 1

Introduction to Product Management

- Why New Products & Services Fail
- Roles and Responsibilities of a Product Manager
- Developing a Strategy-Focused Mindset
- The Product Life Cycle
- Impact of the Marketing Strategy on the Product Life Cycle

Understanding the Playing Field

- Marketing Analysis – Where Are We Now ?
- The Environmental Audit
- Market Mapping
- Competitor Analysis

Market Segmentation

- Defining Your Product Market Structure
- End User Analysis

DAY 2

Differentiating and Positioning the Product

- Determining Critical Customer Touch Points
- Differentiating from Competitor Products
- Writing a Positioning Statement
- Writing a Proposition Statement

Focusing on Customer Value

- Delivering superior value to customers
- Building product value maps

Ensuring Success

- Determining product insights
- Contagious Product Strategy
- Advertising and Promotion Strategies
- Pricing Strategies
- Ensuring New Product Success

Pre-Course Work: Completion of Pre-Course Questionnaire

Course Material: Includes facilitator's slides, exercise worksheets, background reading/articles and recommended books

Ideal Number of Participants: 9

Maximum: 12

Minimum: 4