

Practical Product Management®

Who in your organization is focused on next year and the one after, the next product, the next market?

If you are new to product management or your product management team needs help focusing on strategic activities, *Practical Product Management* fully explores the role of technology product management with tools and processes designed to bring products to market more efficiently and effectively. Every concept in the seminar is designed to be actionable as soon as you return to the office.

Using the Pragmatic Marketing Framework™, learn how to prioritize product features based on market problems, not internal stakeholder opinions. Clarify roles and responsibilities between product management and other departments, communicating with market facts and tools so each optimizes their contribution. Resolve the constant fire-fighting of tactical activities supporting Development and Sales so you have time to conduct strategic planning.

Who should attend?

Regardless of your title, you should attend if you make decisions about what to build and who to build it for, product direction or strategy, functionality, or taking the product to market.

Titles routinely seen in the seminar include product manager, technical product manager, product marketing manager and market/industry manager. Directors and executive leaders of product management and product marketing teams will find the seminar especially useful for determining roles and responsibilities.

Included templates & checklists

- Distinctive Competence
- Market Sizing
- Competitive Analysis
- Positioning
- Sales Process
- Product Definition
- Product Roll-Out
- Market Requirements
- Plus 25 more...

\$1,595 (US) per person – 2 days

\$2,195 (US) per person – 3 days with Requirements That Work

\$2,195 (US) per person – 3 days with Living in an Agile World

I. Strategic Role of Product Management

As an introduction to the Pragmatic Marketing Framework, tasks, and activities required for successful product management are reviewed. See the breadth of the role and how to balance strategic with tactical tasks.

Learn how to listen to the market, evaluate what you learn, design more successful products, create more effective communications, and plan more focused selling activities.

Topics Covered

- Definition of the product management role
- Contrasting product management and product marketing
- Assigning ownership of responsibilities
- Identifying the first steps with gap analysis

II. Market Analysis

Understanding why customers buy your products and services determines how and when to extend (or reduce) the product line. Learn how this insight helps determine which products to “build” versus “buy”.

Learn how to conduct effective research, even on a limited budget and how you can uncover market problems for existing customers and your potential, future customers.

Since product management has such a strong technical orientation, assessing the competitive technology landscape is critical. Learn the four types of technology products and the pros and cons of each.

Topics Covered

- Distinctive competence
- Market research
- Market problems
- Technology assessment
- Competitive review



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III. Quantitative Analysis

How do you quantify what was learned in the market? How do you look for profitable opportunities to serve the market?

Starting with defining and sizing market segments, learn techniques to calculate product adoption, focusing on identifying markets where you can be the dominant player.

For products already in the market, learn which metrics to track and how best to analyze product performance, including revenue, profit, customer satisfaction, and market share. These key performance indicators will signal product success or failure as well as opportunities to improve product operations.

Identifying product flaws and systemic problems in the sales process is best done through win/loss analysis. Learn how to conduct effective follow up with customers and those who chose a competitive product, without relying on anecdotal information from the sales channel.

Topics Covered

- Market sizing
- Product performance
- Operational metrics
- Win/loss analysis

IV. Strategic Product Planning

Million dollar product decisions are made every day by executives—without fully understanding the downstream financial effect. Creating a concise business case using a simple, two-phase process, delivers well-informed approvals with no surprises.

Learn how the business case helps identify when to buy, build, or partner, with specific tips for creating and managing partnerships. Other critical issues include pricing, outreach to industry thought leaders and product innovation.

Topics Covered

- Business case
- Buy, build, or partner?
- Pricing
- Thought leaders
- Innovation

V. Product Planning

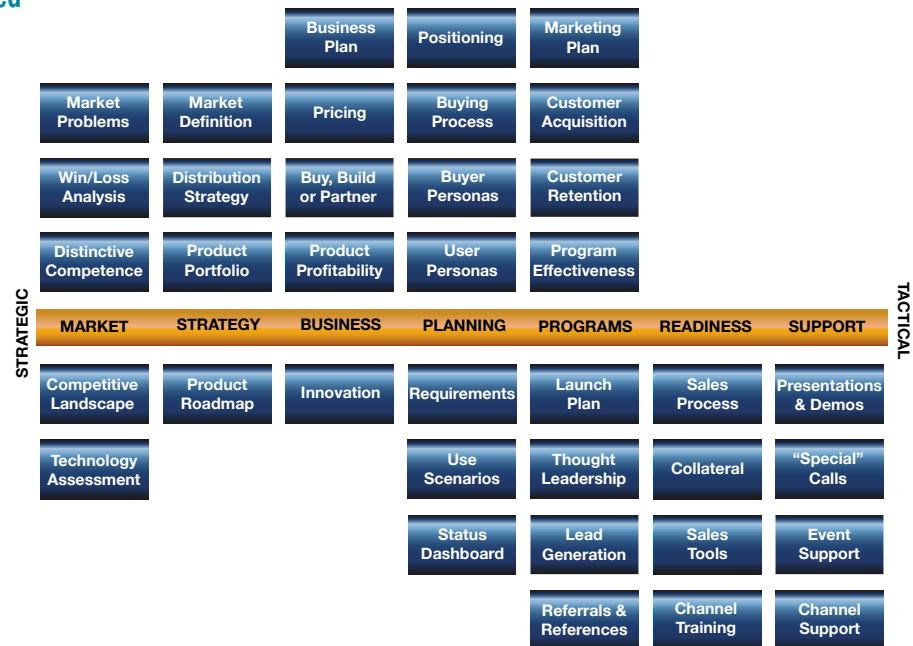
Once product managers have collected and analyzed available market data, information can be articulated in three key forms: positioning, sales process, and market requirements.

The positioning document is the basis for communicating the product message internally and externally. Learn a repeatable process for positioning any product or service.

Documenting a repeatable sales process helps both the product manager and sales team by defining key steps and associated collateral.

Topics Covered

- Positioning
- Sales process



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VII. Delineating Responsibilities

As companies grow, it is difficult to determine where product management responsibilities end and other departments begin. Learn how to use market facts to provide the bridge between departments and how to delineate responsibilities so each department focuses on their optimal contribution to the success of the product.

Topics Covered

- Communicating market facts to other departments