

PRACTICAL

Product Management®

Tune into the market. Turn up your profits.

Practical Product Management provides a common foundation, proven methodology and actionable toolset that will enable you to build products people want to buy.

Based on the industry-leading Pragmatic Marketing Framework™, the course provides a market-driven model for product management that helps attendees streamline tactical activities to ensure time for strategic planning. It teaches a common understanding of roles and responsibilities, as well as the key handoffs and artifacts needed to work successfully across departments.

Attendees have the opportunity to complete certification at the end of the course.

▶ Who should attend?

Anyone and everyone who makes decisions about what to build and who to build it for, product direction and strategy, and taking products to market.

Included templates & checklists:

- Market Sizing
- Competitive Analysis
- Positioning
- Strategy Matrix
- Project Evaluators
- Business Plan
- Sales Process
- Gap Analysis
- Plus over 20 more



Practical Product Management (US dollars—per person)

2 DAYS → \$1,695

3 DAYS + REQUIREMENTS THAT WORK™ \$2,295



Visit PragmaticMarketing.com to register or call **+800 816.7861** to conduct this training at your office.





Practical Product Management

Importance of Being Market-Driven

Market-driven companies are more profitable.

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

Topics Covered

- An outside-in approach to product planning
- Market definition
- Who is involved

Strategic Role of Product Management

As companies grow, it is difficult to determine where product management responsibilities end and other departments begin. Learn how to delineate responsibilities, so each department optimizes their contribution to the success of the product.

Review the tasks and activities required for successful product management and learn how to balance strategic with tactical tasks.

Topics Covered

- Definition of the product management role
- Ownership of responsibilities
- Prioritization through gap analysis

Find Unsolved Market Problems

Your building is full of the product experts. Your company needs market experts.

Learn how to discover, validate and share unsolved market problems for existing customers and prospects.

Topics Covered

- NIHITO®
- Research techniques for each market type
- Effective win/loss analysis
- Tips and tools for documenting findings

Filter & Prioritize Opportunities

Not all opportunities are created equally. Learn a proven, repeatable and impartial method for scoring and comparing opportunities.

Identify and prioritize those opportunities that fit best with your market's needs, corporate strategy and technological strengths to maximize your return on investment.

Topics Covered

- Market validation and research
- The five keys to opportunity scoring
- Prioritization techniques
- Practical roadmaps

Provide Market Context

Once you have collected and analyzed available market data, this information must be shared through key artifacts.

Learn how to use these artifacts to create a common understanding throughout your organization and empower your communication, sales, development and executive groups.

Topics Covered

- Positioning
- Marketecture
- Buying process
- Group exercise: case study

Propose to the Business

Million-dollar product decisions are made every day without fully understanding the downstream implications.

Learn how to create concise business plans using a simple, two-phase process, to secure funding and get well-informed approvals with no surprises.

Topics Covered

- Strategic alignment
- Buy, build or partner?
- Pricing
- Profitability

Go-To-Market Successfully

Leverage your understanding of the market to develop programs and collateral that speak directly to the buyer.

Learn to create tools that support the entire sales team, not just individual deals.

Topics Covered

- Aligning buying and selling
- Effective launch plans
- Repeatable sales processes
- Channel support

Practical Training. Proven Results.



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