



# Product Management for Technical Markets

delivered by:



## Day 1

### The Product Manager

This introductory module sets out to define the role of Product Management. Detailing the characteristics of a successful Product Manager, students learn where to focus their efforts to be most effective and how to balance tactical and strategic activities.

Key areas covered

- The role of product management
- Qualities of a successful product manager

### Market analysis

Product managers must decide whether certain features, products or even markets are attractive enough to warrant investment. Making the right decision requires detailed market analysis. In this module, students learn how to analyse market conditions, assess competitors and balance these with the overall vision and strategy of their company. Using real world examples, students learn skills that enable them to build comprehensive new product development plans and annual marketing plans.

Key areas covered

- Market sizing
- Assessing market suitability
- Competitive analysis
- Identifying product opportunities and threats
- Internal audit and assessment
- Addressing buy versus build issues
- Pricing
- Business case building

## Day 2

### Requirements specification

The ability to turn market needs into product requirements is an essential product management skill. In this module, students learn how to write meaningful requirements and how to work with development through the requirements specification process. Using tried and tested methodologies, students learn how to prioritise feature sets and keep the project on track through the development phase.

Key areas covered

- Writing meaningful requirements
- Developing user scenarios
- Feature prioritisation
- Analysing technical feasibility
- Acquiring senior management buy-in



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## Day 3

### Product launch preparation

A huge variety of deliverables need completing prior to Product Launch. For example, sales and support teams need training, marketing strategies need implementing, and reference customers need to be identified. In this module, students learn the range of activities that need to be considered and then work with proven tools and templates in order to plan a full product launch.

#### Key areas covered

- Use of Beta sites
- Product positioning
- Readyng the internal organisation
- Media management
- Communicating with customers
- Producing a Product delivery checklist
- Reaching General Availability

### Ongoing planning

A variety of factors influence a product throughout its lifecycle – factors such as new competition, changing customer needs, or advances in technology. In this module, students focus on building the framework required to track product success and identify areas for product improvement or process enhancement.

#### Key areas covered

- Win/loss analysis
- Annual marketing plan
- Product performance
- Product lifecycle
- Product Rationalisation

### Comments From Past Delegates

“Logical flow from concept to retirement. Useful examples from experience supporting the theory. Lots of tools and hands on sessions”

Joachim Krech ARM, Technical Marketing Manager

“Practical examples that dip into theory as opposed to the other way round”

Andy Nightingale ARM, Product Manager

### Cost: 5 units (if we can get 10 delegates)

To register please email our Training Co-ordinator on [registrations@thelearningcollaboration.com](mailto:registrations@thelearningcollaboration.com)