



# On-site Workshops

## Product Management and Product Marketing

### Sound familiar?

"We've had some problems in a couple of key areas - now's the time to get the whole team together to sort them out"

"With some new people in our team, I want to make sure we're on the same page, talking the same language and focussed on specific issues"

"Many of my guys have been around for some time and I feel we need to learn some new skills and industry best practice"



## Half and one day courses for the Telecoms, IT and Software industries

### Introduction

Building a world-class product management or product marketing function is not easy. With established teams there are often problem areas that need to be addressed or specific activities that can be improved.

Our half and one day workshops allow you to tailor a session to the specific needs of your team. By delivering them on-site, costs are minimised and confidentiality is maintained.

We shape our workshops to cover the topics and issues that are important to you. The content is based on material used in our highly rated 3-day training course which is extended as appropriate. This may mean adapting exercises or including an element of consultancy to ensure its relevance to your situation. Whether your goal is to introduce a new launch process or understand business case best practice - we can help.



### Getting it right

*"Product management is at the core of any business that sells products. Done well, it delivers strategic insights, optimised resources and bottom-line results"*

### Our current workshops are:

- Pricing
- Propositions
- Launching
- Business Cases
- Product Strategy
- Project management for product managers

# Workshops

Workshops are delivered by highly experienced product managers who work in the industry. They include exercises to embed learning and give participants the opportunity to brainstorm different approaches to issues they currently face.

## 1 PRICING WORKSHOP

This workshop explores all aspects of pricing including the pros and cons of different pricing strategies and tactics.

*Topics include the psychology of pricing, the pricing cycle, discounting, bundling and value-based pricing. This ensures participants can successfully develop winning pricing strategies, tactics and plans for their products.*

## 2 PROPOSITIONS WORKSHOP

This workshop show participants how to develop powerful propositions.

*It covers various approaches including personas, Kano and Conjoint analysis as well as how to uncover what customers really value. Participants leave with a set of ideas, tools and best practice that they can use to develop and communicate effective propositions.*

## 3 LAUNCHING WORKSHOP

This workshop focuses on how to build comprehensive go-to-market and launch plans.

*It explores key launch issues, the approaches and tools used in successful launches and the importance of trials. This gives participants the skills, knowledge and tools to confidently launch products within their business.*

## 4 BUSINESS CASE WORKSHOP

The business case workshop explores the key elements, issues and the development process for business cases.

*Topics include financial concepts, stakeholder management and sensitivity analysis and ensures participants can successfully develop high-quality business cases.*

## 5 PRODUCT STRATEGY WORKSHOP

This workshop looks at the leading product and marketing theories used to develop product strategy.

*It includes topics such as product lifecycles, positioning matrices, crossing the chasm and the innovators dilemma. This gives delegates a range of ideas, tools and best practice that can be used to successfully develop and communicate product strategy.*

## 6 PROJECT MANAGEMENT FOR PRODUCT MANAGERS

Project management is a key skill for anyone in product management or product marketing.

*This workshop teaches the fundamental concepts behind project management as well as a set of best practice tools, checklists and templates.*



Registered address  
**Sheridan House**  
**Penwood Heights**  
 Penwood  
 Newbury, Berkshire  
 RG20 9EP

To discuss your requirements and find out how we can help

Please contact us on

☎ 0207 099 5567

or email us at

✉ [info@productfocus.com](mailto:info@productfocus.com)