

product

focus

Product management and product marketing training

Si.mobil Case Study

**Product Management and
Product Marketing
Training for Telecoms**



“We put 27 of our product management & product marketing team through the Product Focus training course. 23 rated the overall course as ‘excellent’. We’re already using the new tools and have updated our processes. So, yes, we were very pleased with the outcome!”

Product Focus was invited to run two on-site training courses by Si.mobil.

The objective was to refresh the whole team's product management and product marketing skills, learn about best practice and raise everyone up to a common level.

Si.mobil was the first private mobile operator to launch in Slovenia in March 1999. As part of Telekom Austria Group and through its strategic partnership with Vodafone it offers a wide-range of products and services to its consumer and small business customers.

Slovenia has a population of just over 2 million people and Si.mobil has its headquarters in the capital Ljubljana. With a diverse terrain touching the Alps in the North and the Mediterranean to the West, it joined the EU in 2004 and is bordered by Italy, Austria, Hungary and Croatia. Slovenia has high mobile penetration at around 105% and 65% of the population have internet access.

Twenty seven delegates attended the **Product Management and Product Marketing for Telecoms** training course in January 2012 - split across two sessions.

Ksenija Škrjaj is Head of Product Marketing and was responsible for organising the course. Here are some of her impressions:

"We found out about Product Focus by searching the web for training companies who specialised in Telecoms and product management. They were the only company to offer this specialisation."

"We have a large team with many different backgrounds and levels of experience. We wanted everyone to attend the training to build a common and consistent set of skills."

"Some of us have studied some of the topics in the past on marketing and IT courses but it was great to get it all explained in a concise 3-days. It also really helped to get the overall product management

context and to see how everything fits together."

"The course was a very good health-check for our processes and approach to product management. Even the senior people who attended found the course really useful as a refresh of their skills and update on best practice."

"It was great to hear the Telecoms anecdotes from the instructors both of whom obviously had many years of experience in companies like ours."

"I have to be honest and say that many of us enjoyed the exercises the most. They're a great way to learn and kept us thoroughly engaged as well as illustrating key learning points."

"The team has already started to use some of the tools we learned about on the course such as the 'sales crib sheet'. We've also added steps into our product development process to reflect ideas from the training."

Quotes from delegates

"Excellent structured lessons, very useful exercises, very professional and easy to follow."

"I liked the interaction and exercises the best."

"It was nice to learn again about what we do and how we can do it better. Also I learned new tools that will help me do my job better - and it was interesting all the time."

"I can only say this is one of the best training courses I have been on so far. Really seems tailor made for our area of work where certain training in the past has failed."



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Product Focus are experts in product management
and product marketing.

We provide private training for companies
and public courses for individuals.

Our focus is Telecoms, IT and Software and we work
with these industries' most successful businesses.

Our experience, journal and industry survey
make us the leaders in our field.

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