

# STRATEGIC PRODUCT MANAGEMENT FOR MARKETERS™



## COURSE DESCRIPTION

**Strategic Product Management™ (SPM)** - This two-day seminar provides attendees with the knowledge, skills and tools to effectively plan and market technology products and services.

Product management is a domain that holds two disciplines: product marketing and product planning. Accordingly, this seminar is based on the Product Manager's Toolkit™ (PMTK) and PMTK Action Model - a comprehensive set of product planning and product marketing work templates, and accompanying process methodology, that illustrate notable best practices and processes (used by top technology companies) to create successful market-driven products.

**Business and Market Planning™ (BMP)** - This one-day seminar (day three) provides attendees with the knowledge, skills and tools to effectively contribute to business and market planning activities.

Companies operate in dynamic and complex environments that impact their ability to be profitable. Consequently, it only makes sense to pre-plan the direction of a business so that the products and services it provides meet the overall business objectives. This seminar explores key concepts and processes used in formulating plans that evaluate market opportunities and shape the resulting marketing efforts; i.e., business cases and marketing plans.

## COURSE SYLLABUS

### SPM Seminar (Day One)

- I. Introduction
  - Product Management Domain
  - Roles And Goals
  - Team Model
- II. Corporate Strategy Mix
  - Product Overview
  - Product Delivery Strategies
  - PMTK Problem Echelon Model
- III. PMTK Action Model
  - Product Management Phases
  - PMTK Action Model Overview
  - Research
- IV. Product Marketing
  - Evaluation Phase
    - Business Case
    - Competitive Analysis
    - Product Comparison
  - Strategy Phase
    - Corporate Mission
    - Product Positioning
    - Value Documents (Axioms, PSFB, USP)
    - Market Plan
  - Readiness Phase
    - Company Profile
    - Product Backgrounder
    - Collateral Matrix
    - Press Release Questionnaire
    - Launch Plan

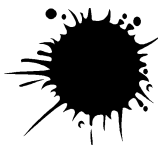
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## SPM Seminar (Day Two)

- V. Product Marketing (continued)
  - Execution Phase
    - Company Presentation
    - Product Presentation
    - Lead Generation
    - Marketing Review
- VI. Product Planning
  - Planning Phase
    - Market Requirements
    - Use Cases
  - Definition Phase
    - Features Matrix
    - Product Roadmap
  - Development Phase
    - Pricing Model
    - Public Relations
  - Maintenance Phase
    - Win/Loss Analysis
    - Customer Visit
- VII. Process Efficiency
  - People
    - Meeting Rules
    - Management By Objectives
  - Decisions
    - Decision Making
    - Deliverable Sign-Off
  - Deliverables
    - Generic Templates
    - Bundle Book
  - Learning
    - Gap Analysis
    - Performance Review

## BMP Seminar (Day Three)

- I. Introduction
  - Planning Fundamentals
  - Planning Principals
- II. Business Planning
  - PMTK Problem Echelon Model
  - Market Opportunity
- III. Business Case
  - Business Case Overview
  - Business Information
  - PMTK Product Tree Model
  - Market Segmentation
  - Business Advantages
  - Barriers to Entry
  - Impact Assessment
  - Risk Assessment
  - Financial Outlook
- IV. Business Case Delivery
- V. Market Planning
  - Definitions
  - Value Concept
  - Competitive Advantage
  - Market Strategy
  - Product Strategy
- VI. PMTK Value-Marketing Model
  - Market Plan
  - PMTK Marketing Messages Model
  - Marketing Strategy
- VII. Master Templates
  - Business Case Overview
  - Marketing Plan Overview



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