

Successful Product Management





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Gain the business skills you need to be a successful product manager!

How do you develop, market and sell products and services particularly in the B2B environment? With increasing complexity, competition, price pressures and higher client expectations, how do you make sure your offering stands out and gets the business? How do you set the right pricing in this competitive environment and position your offering? How do you phase products in and out? How do you increase market share and launch new products?

As a product manager, you need to have the control and authority to manage corporate assets, ... and the responsibility to deliver both the top and bottom line of your product. Learn how to manage a portfolio of products, implement management planning and understand critical reports.

In this 3-day programme, you will examine the changing role of the product manager and **understand the hows and whys** of effective product management. You will focus on strategy...product portfolio planning...key tasks of a product manager...understanding critical reports...and how to calculate break-even sales formulas. Then you'll put it all together using a case study on product marketing plan development so you're ready to prepare your marketing plan.

Who should attend?

This programme is designed for product managers and brand marketers or directors, and those who interact with them.

Participants joining this programme are typically Product Managers, Brand Managers, Market or Marketing Managers, and Process Managers.

The programme is delivered in English. Participants must have a good level of spoken business English to be actively involved in all aspects of the programme.

Note: Attendees should have two years of marketing experience.

“Don’t find customers for your products. Find products for your customers.”

Seth Godin



How you will benefit

How will you benefit?

After taking this programme, you will be able to:

- Understand the whys and hows of the product management process—and how to make the best use of it
- Gain marketing savvy and use it to perform your job effectively
- Set priorities and manage the profitability of your products or service
- Build effective working relationships with suppliers and with external and internal business partners
- Manage the financial aspects of product management
- Learn the key components of an effective business plan—and practice developing one

During this programme you will:

- Network and learn from a diverse group of peers from different functions, industries and countries
- Develop a personal action plan to implement back at work
- Learn and practice using real-world examples over 3 interactive days

Why is this programme different?

- The programme is facilitated by an experienced business expert who knows what it is like to work in an international business environment and understands your challenges.
- Every year, many business people from more than 20 different countries join this programme and over 95% recommend it to their colleagues.
- This programme is about you! You will get intensive feedback from your facilitator and a multi-cultural group of participants.
- You will bring your own business challenges to the class and these will be addressed in the programme with solutions and input from the whole group.
- You will leave the programme with a concrete action plan to ensure you are implementing the learnings back at work and become a successful manager.

“I really enjoyed the programme. The facilitator was able to provide real examples from world renowned companies to help illustrate the concepts, theories and practices taught during the course. This made it very easy for me to understand. In addition, there were plenty of opportunities given to me to apply these new teachings to my current company/role in class to practice what I have learned.”

Kimberley K

What will you learn and practise?

This 3-day programme is highly interactive with exercises and role plays.

Programme Highlights:

The Current Product Management Structure

- Understand How the PM Strategy Developed Out of the Company's "Core Marketing" Strategy
- Create a Definition of the term "Marketing"
- Describe the Key Product Management Attributes
- Develop a Definition of the Term "Product Manager"
- Understand the PM's Role Today and Tomorrow
- Understand the PM's and Marketing Manager's Interaction Within the Company

Strategy

- Apply the Best-Practice SWOT Analysis Model
- Understand Branding from a Product Manager's Perspective
- Establish the Differences Between a Product and a Service
- Describe the Strategic Planning Pyramid
- Determine How to Apply Different Marketing Strategies
- Understand and Apply the SMART Acronym to Goals and Objectives
- Clarify What Is the Sustainable Competitive Advantage Concept
- Determine the Key Strategic Positions in the Market Model

Product Portfolio Planning

- Pinpoint the Differences for Various Products in Your Portfolio
- Identify the Differences for Various Markets in Your Portfolio
- Apply a Business Screen Analysis to Make Overall Strategic Decisions on How to Support Your Product or Service

The Annual Marketing Plan Model

- Identify a Format for the "Best Practice" Annual Marketing Plan
- Describe the Core Strategic Elements That Belong in an Annual Marketing Plan
- Discuss Applications in the Business Cycle

Booking details

 Duration	3 Days
 Type	Classroom
 Price	€2,950



**ALSO AVAILABLE AS AN
IN-COMPANY PROGRAMME**

Register Now

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