



Product Management: Five Fundamentals of Market Leadership

If you want a better understanding of product management and how it can elevate the performance of your company, this 1/2 day briefing is ideal for gaining a fresh perspective.

- **Executives** & Senior Managers will learn why product management has a greater impact on the top line than any other function in the company *and* how to get the most out of it.
- **Product Management & Marketing Professionals** will learn what it takes to be one of those people everyone -- including executives -- looks to for direction.
- **Engineers & Developers** will learn how strong product management eliminates distractions and improves focus on designing and building better products.
- **Managers & Team Leads** will learn what product management is, what it isn't and how each functional area of the organization needs to be part of the team.

5 Good Reasons to Attend

1. There is a perception that product management is nothing more than "the enhancement list department"
2. Trying to be everything to everyone is not a sustainable business model
3. Revenue pressures are forcing you to take bad business too often
4. Beyond revenue and profit goals, there is no master plan
5. Sales, marketing and product teams are out of sync

Topics & Discussion Points

- **Market Assessment** - Why defining and prioritizing target markets is the single most important decision in your company and a simple approach to get it done at a product or company level.
- **Strategy & Org Structure** - How a single company strategy and a well balanced product team can simplify everything for everyone while growing revenue and customer references
- **Product Release Planning** – How to get away from product planning silos and plan around higher value solutions consisting of multiple products
- **Product Design & Development** - Pre-emptive techniques for improving product usability, eliminating re-do's and keeping development projects on schedule
- **Sales & Marketing** - How to increase the average sale by marketing and selling solutions instead of products