



Workshop Overview

This workshop outlines how to create a realistic strategy for your product portfolio and construct practical product marketing plans that you can justify. Over the course of three days, you will also be given valuable tools and frameworks to apply.



Benefits

The workshop will empower you to take the lead in directing strategies and actions in your product market. You will understand the role and scope of a product manager so that you can focus on the job you should be doing. It will equip you to expand your career beyond the technical area, into marketing and commercial management. Your organisation will benefit because you will be able to align business capabilities with market requirements.

Outcomes & Content

- ✓ Market focused approaches
- ✓ Developing successful new product concepts
- ✓ Mastering product development techniques
- ✓ Learn successful go-to-market strategies
- ✓ Manage the products through the lifecycle
- ✓ Understand the principles of the PLC
- ✓ Construct a B2B product marketing plan
- ✓ Align the plan with company strategy
- ✓ Define market key success factors
- ✓ Align business capabilities
- ✓ Segment and profile customers
- ✓ Construct the right marketing mix
- ✓ Developing a business-case



Who should attend ?

The programme is specifically for business-to-business product managers from a technical or sales background. Whether you are new to the role or have experience, you will benefit by attending.

