Product Management Training

Product Manager Process, Role and Function	An introduction to the Key Process Areas of Product Management, the role and responsibilities of the Product Manager, where this role fits in the organisation and how it interacts with other company departments. Implement product management functions and processes to maximise your product success.
Market Analysis	Market Research process, information sources, customers and competition. Understand the importance of market intelligence for strategic decision-making. Validate product concepts with the market before costly implementation.
Product Strategy	Articulate your product goals and define a winning strategy approach based on real market opportunities.
Positioning	Understand where your product 'fits' in relation to the competition. Understand where the opportunities are to provide unique benefit to your target customer, and articulate this message clearly to them.
Agenda Day 2 :	**(9am—5pm)**
Strategic Pricing	Avoid common pricing mistakes by learning how to implement a value-based pricing strategy. Understand the relationship between costs, customers and competition to maximise your profits
Product Definition	Ensure product specification contains only features/functionality that customers are willing to pay for. Avoid costly development mistakes by including all relevant stakeholders and their requirements.
Product Planning	Identify clearly your target audience, and efficiently manage your resources, processes and deliverables to ensure product success.
Go-To-Market Planning	Create implementation plans, including Product Launch and Social Media Marketing plans that allow you to realise your product strategy.

"I can't recommend this course highly enough! The product definition & positioning exercises will be of great interest to startup companies with brand new products and established companies launching new products.*" **Niall Keane, Sykon Software Ltd   IT Industry**

"I thoroughly recommend this clear and comprehensive course… Immediately after the course, using just one tip from the trainer, I managed to save about 10 - 15 days on my timescales." **Paul O'Kane, Venture Manager, BT Telecommunications industry**

"Insightful and Informative. It gave me a very full picture on how to get a new product to market "the right way" from the VERY beginning." **Conor Hoey, Innovios: Healthcare Industry**

"As a company currently re-examining our product positioning and gearing up for further major growth, this course was timely, appropriate and was very well researched and presented." **Pearse Coyle, Zarion   IT Industry**

Participants walk away with practical experience, tools and materials that are directly transferable to real-life enterprises. Participants who achieve 60% or higher in the training assessment of the 2-day Product Management course will receive an **Endorsed Award from the Institute of Leadership and Management, London**.