SKYGAD
L&D CONSULTING

Professional Product Management

Join us for this 3-day course

Course Objectives

- Based on over 30 years of best-in-class research by SkyGad's subject-matter-experts.
- Unlike others, this course delivers a comprehensive product management process model including very specific detail on the roles, responsibilities and task execution techniques for the product manager.
- Our mission is to deliver practical models, tools and templates that can be utilized immediately upon course completion.
- We accomplish these learning objectives by delivering a highly interactive, exercise and case driven group analytics and by leveraging the practical experience of the attendees themselves.

Key tools and takeaways:

Post Course Material Specifically Selected to Assist in Product Management Skills Implementation – Includes a Library of Articles Covering a Wide Range of Pricing Issues, Strategies and Tactics – Delivered to Delegates in Class

- Linear Product Life Cycle Task Model and Template
- Advanced Value Proposition Model and Template
- Advanced Product Value Messaging Model and Template
- Product Management Skills Assessment Model
- Advanced SWOT Model & Template
- PESTLE Analysis Template
- Five Forces Model and Template
- GE Screen Model and Template
- Boston Consulting Grid - Relative Market Share Model and Template
- Pricing Strategy Matrix
- Competitor Intelligence Analysis Model, Tools, and Template
- 95 Page Product Management System and Process – Sample Document

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Mike Hunter

Mike Hunter is an internationally recognized business development expert with nearly 40 years' experience helping corporations develop and deploy the architecture and processes for sales, marketing, channels to market, product management, and corporate alliance programs.

As CEO of Hunter-Wells International, Mike managed a multinational team of more than 40 consultants, delivering innovative process design in national, strategic, and global account management, multi-channel marketing, value-added marketing, and international product management. His practical approach to business development and decidedly bottom line orientation have earned him loyalty from an extremely diverse client base and appreciation from financially accountable line managers around the world.

His currents and past clients include: American Express, ABB, Verizon Corporation, Motorola, Barclays Bank, Nokia, HSBC, Ericsson, Siemens, Intergraph, Ciba-Corning, Baxter, Pirelli, Philips NV, Hoffman la Roche, Hewlett-Packard, IBM, Agilent Technologies, Alcon Laboratories, Canon Corporation, EDS, Crane Corporation, Honeywell Corporation, 3M, The Hartford Insurance Companies, Lloyds of London, to mention a few of over 300 corporate clients.

Mike's specialties include Product Management, Channels to Market and Strategic and Global Accounts. This experience extends from program architecture and process development to extensive work with major corporations in professional development and training.

Who will the Course benefit?

Managers who need to develop strategic and tactical plans to improve the competitive position of their products and organization including: Product Managers, Marketing & Sales Managers, Business Development Managers, Market Research Managers, R&D Managers, Research Analysts and others involved in the life cycle of products.

High level Content areas covered:

- Identify the roles & responsibilities of product management
- Identify the 7 Traits of successful product managers
- Present the architecture for a comprehensive idea to end-of
  life product life cycle process system
- Apply commercial product management strategies and tactics to the product lifecycle
- Apply techniques to size, segment and profile the market
- Identify sources of specific customer insights
- Developing robust Value Propositions
- Identify sources of competitive information to profile competitors
- The increasing role of Digital Marketing & Social Media
- Marketing in B to B Marketing Mix
- Build and use strategic analytical models
- Create internal cross functional alignment to the product line
- Develop pricing strategies and tactics
- Migration and end-of-life strategies
- Developing the marketing mix