



BASIC PRODUCT MANAGEMENT SKILLS

Create Products With Greater Strategic Value!



Proficientz

YOU WON'T HAVE TO "FIGURE IT OUT" AFTER THE TRAINING

Hands-on, how-to learning that's personalized to your products, markets and business model.

UNIQUELY PROFICIENTZ

A **customer goal** (versus problem) approach that guarantees you're building, marketing and selling solutions with quantifiable impact on the strategic business goals of your target customers.

[LEARN MORE](#)

B2B CERTIFICATION

Push yourself outside the boundaries of traditional product management and get certified on best practices that are uniquely valuable in B2B.



COURSE MODULES INCLUDED

[Markets & Customer Goals](#)

[Opportunities & Priorities](#)

[Build & Deliver](#)

REQUEST ONSITE TRAINING

COURSE OVERVIEW

Get Everyone on the Same Page – If your product management team has a mixed bag of skills, backgrounds and experience, this two-day **hands-on, how-to workshop** will get everyone on the same page. Your team will come away with a common baseline of best practices, terminology, tools and workflows so they can deliver tactical products with strategic value that grow your market share, wallet share and customer retention.

DAY 1 AGENDA

Day 1 Theme: Understand your target customers as well as they understand themselves so that your products never miss the mark when it comes to delivering strategic value!

- Basic **market segmentation** techniques so that product, marketing and sales operate under a common definition of "target markets."
- **Outcome-based personas** that paint a picture of the customer organization from the top down so that everything you do is tied directly to outcomes that are strategic to your target customers. *Simple one-page format.*
- **What do good business and market requirements look like?** They're a representation of WHAT your target customers are doing and WHY, without any regard to your products.
 - You get to be the customer and define their strategic, operational and tactical business requirements so that you have a "can't miss" target for your product investments.
- **Basic competitive analysis** that does away with the feature matrix in favor of user job task scenarios that highlight your strengths and weaknesses and the subsequent actions required.

At the end of day 1, you'll be able to answer the following questions:

1. **WHO** are our target customer (a common definition)?
2. **WHAT** are they trying to accomplish and **WHY**?
3. **WHAT's** stopping them & **WHY**?
4. **WHAT** are they doing about it?
5. **WHAT** metrics do they use to measure success?

TOOLS & TEMPLATES

Paint-by-Numbers Simplicity

Examples to Follow

Online Video Instruction

*Click the Framework Activity,
Get the Template*

ENROLL IN ONLINE TRAINING

DAILY AGENDA (ONSITE)

Optional Breakfast: 8:30

Start Class: 9:00

Break: 10:15

Lunch: 12-1:00

Break: 2:15

Break: 3:45

Adjourn: 5:00

IDEAL PARTICIPANTS

VPs & Directors

Product Managers

Development/Engineering Leads

Business Analysts

Product Owners

Technical Product Managers

CONTACT

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DAY 2 AGENDA

Day 2 Themes:

1. Identify the job tasks with the biggest impact on the business goals of your target customers and use them to drive product priorities.
2. Simplify execution of design, development, rollout and launch.
3. Operate more efficiently with existing headcount.
 - Learn a **two-layered approach for writing user stories** that distinguishes what the user is doing and why from what the product has to do and why. Product usability begins here!
 - Create **MRDs, product plans and backlogs** that lead with the customer value narrative followed by supporting products and features that form the business solutions.
 - Create simple **business cases** and revenue forecasts based on market data vs. guesswork that goes into product forecasts.
 - Learn how to **communicate and present** value-based roadmaps and product plans to all audiences, internally and externally.
 - Learn how to set **development** teams up for success with best-practices for more accurate estimates and value-based product design.
 - Learn how to facilitate **customer advisory boards** so that you come away with greater clarity on the WHAT & WHY questions required to drive product priorities.
 - Implement a **value-based product enhancement discipline** that simplifies everything for you and your customers.
 - Develop a **consultative relationship** with your engineering and development teams to get higher-value products with superior usability.
 - Learn what's required to execute a successful **product rollout and launch** that results in more product revenue and more customer references.
 - Learn how to use your **existing headcount** to operate more efficiently across the product planning and delivery continuum.

At the end of this workshop, you'll know **HOW** to execute with greater proficiency so that you're consistently delivering products and solutions that accomplish two things:

1. Make users measurably better at their job in ways that have value to the customer organization.
2. Drive profitable growth for your organization.

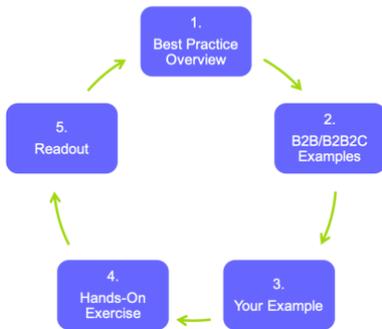
THE PROFICIENTZ DIFFERENCE



Deliver, Market & Sell Greater Strategic Value

Proficientz

Hands-On, How-To Training



You Won't Have to "Figure it Out" After the Training!

80% of every [instructor-led](#) and [online](#) training course consists of hands-on exercises and role-play scenarios that reflect your real-world. Hands on, how-to training for your products, your markets and your business model. You'll know exactly **what** to do and **how** to do it after the training because we'll do it together first in the classroom, real or virtual.

Stop Looking for Customer Problems!

Ultimately, your products are going to solve customer problems but building your product management & marketing discipline on a problem-based framework is risky. You can solve legitimate customer problems that have no strategic value to the customer organization.

Proficientz has developed the only [B2B product management framework](#) that cuts to the chase. You'll learn a can't miss approach that makes the **top-down business goals of your target customers** the focal point of your product, marketing and sales functions. All you have to do is find and eliminate the biggest obstacles standing in their way and you'll never miss the mark.



No More Silos and Competing Priorities!

What's best for every product isn't always best for the customer. Proficientz offers the only framework that's designed specifically for managing, marketing and selling a B2B portfolio of business solutions.

Since most of your products target the same markets and customers, you'll learn how to use portfolio strategies to align all products to a common set of strategic goals and priorities of your target customers. That way, you can rest assured that your products are collectively delivering maximum market value.

