

BASIC PRODUCT MANAGEMENT SKILLS

Create Products With Greater Strategic Value!



Proficientz

UNIQUELY PROFICIENTZ

1. *Personalized Training*
2. *Outcomes vs. Problems*
3. *B2B/B2B2C Specialization*

1. PERSONALIZED TRAINING

Hands-on, how-to learning that's personalized to your products, your markets and your business model. You'll know exactly what good looks like for you!

2. OUTCOMES vs. PROBLEMS

You'll never miss the target for strategic value when everything is centered on **customer outcomes**. It's a simple shortcut that brings the customer's biggest problems to you.

3. B2B/B2B2C SPECIALISTS

Focus on creating successful customers. Successful products will be the result! Learn how to deliver **multi-product solutions** that have more quantifiable customer value than any single product can deliver on its own.

INSTRUCTOR-LED TRAINING

ON-DEMAND TRAINING

LESSON PLAN

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 solutions with strategic value that grow your market share, wallet share and customer retention.

SESSION 1 4 hours (Zoom Meeting)

Introduction to B2B Product Management

Lesson 1: Market Segmentation

Lesson 2: Target Customer Footprint & Personas

Lesson 3: Outcome-Based Business Requirements

SESSION 2 4 hours (Zoom Meeting)

Lesson 3: *Continued*

Lesson 4: Quantifying the Value of Products /Features

SESSION 3 4 hours (Zoom Meeting)

Lesson 5: Situational Competitive Comparisons

Lesson 6: Outcome-Based Product Enhancements

Lesson 7: Value-Themed Product Roadmaps

SESSION 4 4 hours (Zoom Meeting)

Lesson 8: Outcome-Based Scope Decisions & Release Planning

Lesson 9: Development & Go-to-Market Execution Best Practices

Lesson 10: Mapping Product Management Roles to Artifacts

A Framework for Building, Marketing, Selling & Delivering Strategic Customer Value



Deliver Solutions That Make Customers Measurably Better at Mission-Critical Business Processes

That's what makes the Proficientz Framework unique. It's the only framework that makes the top-down business priorities of your target customers the focal point of product management, product marketing, sales and customer success teams. It's a can't-miss approach for consistently delivering a portfolio of solutions with strategic customer value.

Continuity From a Single Framework Accelerates Your Maturity!

- Basic** – Build, market, sell and deliver **products** that make users quantifiably better at their job.
- Intermediate** – Build, market, sell and deliver **multi-product solutions** that make customer departments quantifiably better at their business function.
- Advanced** – Build, market, sell and deliver a **portfolio** of vertical market business solutions that give the customer organization a competitive edge in its industry.

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