



# **Product Management & Marketing Channel Management & Marketing Training Programmes**



# 1. Product Management & Product Marketing Training

Module	Practical
<p><b>1. Introduction 1 day</b></p> <p>How the course will be run by using a real product, real channel partners and practical advice.</p> <p>Emphasis on building channel ready product.</p> <p>2in10 Philosophy and helping companies become market lead company</p> <p>Initial obstacles to overcome</p> <p>What is Product Management?</p> <p>What is Product Marketing?</p> <p>Where can they fit in a company?</p> <p>Benefits</p>	<p>Describe company hierarchy</p> <p>Describe product development process if there is one</p> <p>Identify who/where PM roles will be done</p> <p>Identify obstructions and think of actions to overcome them</p> <p>Chose a product to be used as practical example for use in this training course.</p>
<p><b>2. Product Development 1/2 day</b></p> <p>Introduce Product Development Cycle</p> <p>Step through Development cycle</p>	
<p><b>3. Requirement gathering 1/2 day</b></p> <p>Source of requirements</p> <p>Methods of gathering requirements</p> <p>Special considerations for Partner requirements</p>	<p>Identify potential sources of requirements (internal, customers, professional, online)</p> <p>Draft relevant questions/questionnaires</p> <p>Identify ideal candidates for Technology Advisory Committee</p> <p>*Present Real Product Requirements from Channel Partners</p>



<p><b>4. Positioning</b> (special form of requirements) <b>1 or 2 days</b></p> <p>What is positioning?          Defining a value proposition          How do you go about defining it for different parties?          Where do you play in the market and at what price point?          Why do it at the beginning?</p>	<p>Define a high level positioning include a value proposition for the product.          What is the “hook”? Justify it.          What is the positioning related to the competition, market, partner and customer?          Develop a 40 second “elevator” for a customer, partner and an internal engineer.          Develop a pricing model.</p>
<p><b>5. How to present requirements 1 day</b></p> <p>What is a Marketing Requirements Document (MRD)?          How to write it?          What do you do with it?</p>	<p>Write an MRD outline for your product. Identify chapter heads and sub heads</p>
<p><b>6. Negotiating requirements ½ day</b></p> <p>Creating usable summary of requirements          What process needs to get to a final set of requirements?          How to handle on going changes          Producing a Product roadmap internally and externally</p>	<p>Identify who will decide who will finalise product requirements          Define a method to handle change management in your organisation          Produce a product roadmap for your product.</p>
<p><b>7. PM role in Product development 1 day</b></p> <p>What is Product Management relationship with development?          What is the Golden Rule and why is it so important?          How to implement the Golden Rule (schedules, feature list).          What are Product development milestones (alpha, beta, release)</p>	<p>Create a tentative schedule for the development of the product          Define what the alpha, beta and production stages for your product are and how they can be used for marketing purposes.          How will the product be signed off?</p>



<p>How are they tested, signed off and designed to maximize referencability of customers.</p> <p>What is a “finished” product?</p>	
<p><b>8. Product Launch 2 days</b></p> <p>What pieces are needed for a complete product? Product, documentation, demos, training, references, collateral, pricing etc</p> <p>What is a launch plan and what is in it</p> <p>What is a sales kit (battle kit) and what does it have in it?</p> <p>What is a partner kit and what does it have in it?</p> <p>When and how to engage a PR firm.</p> <p>How to generate publicity for your product?</p>	<p>Produce outline Launch plan including collateral list and content of sales and partner battle kits</p> <p>Outline what material and customers you will have for a PR firm to work with.</p> <p>Produce one or two page product data sheet</p>
<p><b>9. Ongoing product promotion and lead generation ½ day</b></p> <p>How to do promotion with little money.</p> <p>Different methods for generating leads.</p> <p>How to track and distribute leads.</p> <p>How to keep PR and press coverage going after product launch</p>	<p>Outline a lead generation strategy understanding very little money is available to help you do this.</p>
<p><b>10. Planning for future product development ½ day</b></p> <p>Creating a Product roadmap.</p> <p>What needs to be done for incremental product development (bug fixes/enhancements?)</p> <p>How to plan the next release?</p> <p>How to move the product other (vertical/horizontal) areas?</p>	<p>Describe your bug/enhancement methodology for your product</p> <p>How will new releases of the product be produced</p>



## 2. Channel Management & Channel Marketing Training

Course Module	Practical Work
<p><b>1. Channel Introduction &amp; Overview 1 day</b> Routes to Market, Direct, Indirect, Web, Telesales, etc, drawbacks and benefits of each route. Reasons for Partnering, finding the most appropriate partners Types of Partners, what are the benefits and drawbacks of each.</p>	<p>Develop a proposal that explains why you need to partner, and who you need to partner with. Explain your reasons, give examples etc.</p>
<p><b>2. Channel Analysis &amp; Value Chain 1 day</b> Definition of the channel value chain. Who does what at each stage Example value chains from your industry/sector</p>	<p>Develop a complete value chain for the product chosen in the Product Marketing Programme.</p>
<p><b>3. Channel Planning 1 day</b> Revenue Plans Relationship Plans Value Proposition The importance of Joint Planning</p>	<p>Channel Partner Exercise Develop a plan for one partner, covering Revenues, Margins for both companies, Markets, Segments, Customers etc. etc.</p>
<p><b>4. Competitive/Comparative Channel Analysis 1 day</b> Competitors – what channels, why and where. Their Channel programs and incentives.</p>	<p>Web Exercise – understand the channel models of your three nearest competitors and also understand the channel models of the following companies: Sun, Microsoft, HP and SAP. Explain the differences in the programmes. What are the major differences between large company channel offerings and small companies?</p>



<p><b>5. Product Channel Analysis 1 day</b></p> <p>What does the channel have to give back to marketing? How do you collect this data? How do you ensure the data is general and specific?</p>	<p>Produce a channel requirement document which can be used by product management. Ensure you use the product being worked on in the PM program.</p>
<p><b>6. Channel Strategy &amp; Structure 2 days</b></p> <p>Direct v Indirect v Web v Telesales Designing the channel structure What kind of partners and where Added Value in the Value Chain Co-ordination, Motivation &amp; Communication in the channel. Aligning channels Pricing models</p>	<p>Define the Channel Structure. Explain why you have designed it in this way. Explain why it is good for customers, you and the channel partner.</p>
<p><b>7. Channel Management 1 day</b></p> <p>Channel Account Management Principles Resources, Support, Sales &amp; Technical Managing Channel Conflict</p>	<p>Examine areas where conflict could occur and develop strategies to handle them or avoid them.</p>
<p><b>8. What Channel Partners Want 1 day</b></p> <p>And what they don't want Latest studies. Product, Quality, Availability, Advance notification, support, etc. Product Features</p>	<p>Channel Partner Meeting, face to face to discuss what they are looking for from a partnership.</p>



<p><b>9. The Channel programme 1 day</b></p> <p>Battle Kit, Collateral, recruitment, resources</p> <p>What should be in a channel programme, Co-op marketing, Collateral, Value Propositions, Tech Support, Sales Support, Telemarketing, Lead generation, PR, Marketing, etc,</p> <p>Pricing, Discounts, Margins</p> <p>Configuration tools etc</p>	<p>Develop a recruitment plan for channels</p>
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