

## Product Management

### Course Outline

Lexinc's bespoke Product Management Course will equip you with the tools, techniques and best practices to enable you to maximise your existing product portfolio and increase your chances of developing and marketing new winning products.

### Desired Results

- ⚡ Increased sales and profitability from your existing products
- ⚡ Greater understanding of your external market, and insights into expanding into new markets with your existing product portfolio
- ⚡ Increased chances of future successful new product launches
- ⚡ Increased return on investment from your future marketing campaigns

### Course Duration

1-3 days: This course has been split up into logical topics so that you can pick and choose the topics of particular interest to you. Alternatively you can stick with the fixed 1, 2, or 3 day programme.

### **DAY ONE: Evaluating your existing product portfolio**

#### **Evaluating Existing Products**

- ⚡ Determining your existing product value proposition, pricing and positioning
- ⚡ Product focused SWOT analysis
- ⚡ Competitor analysis
- ⚡ Evaluating and optimizing product performance
- ⚡ Understanding product value and assessing opportunities for product enhancements

### **DAY TWO: Assessing your Market & Developing your Marketing Communication strategies**

**Market and environmental analysis** (e.g. Sizing the Market)

**Market Research:** (e.g. Strategies and techniques)

**Developing and managing partnerships and channels**

**Marketing communications techniques**

- ⚡ Interactive marketing
- ⚡ Below the Line (Direct Mail, Telemarketing, Email)
- ⚡ Above the Line (TV, radio, print, banners and search engines)

### **DAY THREE: New Product Development & Ongoing Product Portfolio Management**

#### **New Product Development (NPD)**

- ⚡ Understanding market and customer requirements
- ⚡ Segmenting and positioning new products
- ⚡ Developing new, differentiated, customer focused products
- ⚡ Understanding marketing channels for new products launches
- ⚡ Framework for new product launches

#### **Ongoing Product Portfolio strategies**

- ⚡ Customer Lifecycle Management
- ⚡ Effective Customer Account Management
- ⚡ Loyalty campaigns