

Management for Professionals

Gabriel Steinhardt

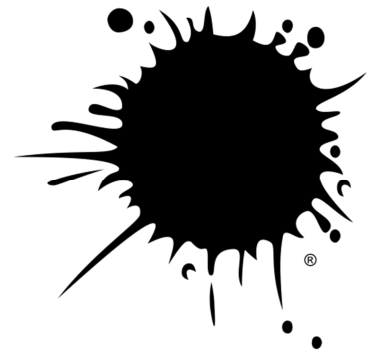
The Product Manager's Toolkit®

Methodologies, Processes, and Tasks
in Technology Product Management

Second Edition

 Springer

Blackblot Strategic Product Marketer™ Course Syllabus



Course Description

Strategic Product Marketer™ (SPMK) – This one-day advanced training program is designed to equip product marketing professionals with practical, methodology-based tools for strategic product marketing.

Delivered through an interactive format, the course applies the globally adopted *Blackblot Product Manager's Toolkit®* (PMTK) methodology to teach participants how to effectively market products in a market-driven organization.

By the end of the course, participants will be able to construct a comprehensive strategic product marketing plan emphasizing superior perceived value and competitive advantage.

This course is ideal for professionals seeking to deepen their expertise in strategic product marketing using a structured and proven methodology.

Multiple exercises, discussion points, and examples.

All course materials are in English.

Blackblot Training Package

Each Blackblot training attendee receives at no extra charge a training package that includes:

- Account to the *Blackblot Product Manager's Toolkit®* (PMTK) professional template collection.
- Lifetime free and unlimited updates and upgrades to PMTK.
- Digital course slides booklet and work plan.
- Digital copy of the official course certificate of completion.

Blackblot Strategic Product Marketer™ (SPMK)

- Introduction

Session 1: Foundations of Strategic Product Marketing

- Marketing Domain
- Product Overview
- Product Marketing Methods
- Product Marketer Profile

Session 2: Product Marketing Fundamentals (Value Emphasis)

- Target Market and Segmentation
- Market Research
- Overall Market
 - Market/Customer Segmentation
 - Market/Product Segmentation
- B2B Buyer Persona

Session 3: Basic Strategic Product Marketing

- Target Market
- Basic Value Concept
- Basic Differentiation
- Basic Strategic Product Marketing – Summary
- Collateral Matrix

Session 4: Advanced Strategic Product Marketing

- Advanced Value Concept
 - Resultant Value Proposition
 - Relative Value Proposition
- Advanced Differentiation
 - Advanced Competitive Advantage
 - Promise of Corporate Quality
 - Promise of Product Quality
 - Advanced Product Positioning
- Advanced Value Documents
 - Sales Axioms
 - USP (Unique Selling Proposition)
- Superior Perceived Value

Session 5: Recap and Summary

- Recap
- Summary

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The Product Manager's Toolkit®

Methodologies, Processes, and Tasks in Technology Product Management, *Second Edition*

This book provides a consistent and holistic managerial approach to product management and presents a practical and comprehensive methodology (roles, processes, tasks, and deliverables) that covers all aspects of product management. It helps students of product management, product management practitioners, product management organizations, and corporations understand the value, theory, and implementation of product management. It outlines a practical approach to clarify role definitions, identify responsibilities, define processes and deliverables, and improve the ability to communicate with stakeholders. The book details the fundamentals of the Blackblot Product Manager's Toolkit® (PMTK) product management methodology, a globally adopted best practice.

**Management /
Business for Professionals**

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