

Essentials of Product Marketing

Phone: 1800 BRAINMATES
Online: brainmates.com.au

2 Day Course



Essentials Of Product Marketing

2 Day Course

About Brainmates

Brainmates is a specialised Australian consulting group that was borne out of a strong desire to create goods and services that customers love.

It is a team of Product and Marketing professionals with extensive experience in the discipline of Product Management across a broad range of industries.

They apply a market-driven Product Management approach incorporating a strong experience design element when consulting on client projects.

“To succeed in our over communicated society, a company must create a position in the prospect’s mind.”

Ries and Trout -1972

1 Course Overview

Product Marketing is essential for creating competitive advantage, effectively matching products with buyers and forging great customer engagements.

This course will help participants position their products and increase the awareness of the value of their products in the right markets.

In addition, participants will master how to effectively position the discipline of Product Marketing in the organisation by binding priorities to the organisation’s business objectives.

Participants will be armed with a go-to-market framework that drives high performance in the market. Specific emphasis will be placed on forming compelling value propositions for well-defined markets, driving lead generation tactics in pursuit of goals and ensuring the organisation is enthused and empowered to deliver strategic objectives.

2 Learning Outcomes

Participants will explore domains, such as:

- Value creation and capture,
- Defining target markets and customers,
- Go-to-market plan formulation,
- The pursuit of sustained competitive advantage,
- Building brand,
- Enabling the organisation and
- Collaboration, accountability and measurement

3 Business Benefits

Organisations will realise immediate and ongoing benefits of investing in their Product Marketing capabilities:

- Establish a consistent and repeatable process to launch a new product or service.
- Improve alignment of various marketing and branding initiatives,
- Improve purposeful and effective sales support,
- More efficient use of marketing resources. Foster a marketing culture of validation and collaboration,
- Cultivate a focus on customer centricity,
- Increase sales through more effective messaging.

4 Who Should Attend?

- Product Managers,
- Product Marketers,
- Segment Managers,
- Field Marketers with launch objectives,
- Marketing Managers,
- Product Analysts.

5 How Much?

The price of this 2 day course is \$1,990 (incl. GST) pp.

About Your Trainer



Sean Richards

Product Marketing Professional

Sean Richards is a passionate marketer and innovator from the APAC enterprise IT arena. He is an accomplished team builder and specialises in taking solutions to market and engaging customers. Pitney Bowes, MapInfo and Sensis are some of the organisations where Sean has worked.

He has 15+ years' experience in software product management, product marketing, sales and field marketing - specialising in the creation of go-to-market strategies for new and mature products.

Sean is an accomplished communicator and public speaker. He has trained, developed, promoted and led strategy around this fascinating and growing space for over 20 years.

He holds an MBA from the Australian Graduate School of Management and a Bachelors Degree in Applied Science from the Queensland University of Technology.

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How to register

To register for the course for you and your Product team please get in touch:

Email

training@brainmates.com.au

Phone

1800 BRAINMATES
1800 272 466

Online

brainmates.com.au/training

Other Courses:

Brainmates provide other courses that cover the breadth of the Product Management domain or delve deeper into specific content areas to further build on the skill sets of Product Management Professionals

Essentials of Product Management	3 Days
Financial Fundamentals for Product Management	2 Days
Business Case Writing	1 Day
Practical Agile for Product Managers	1 Day
AIPMM Certified Product Manager (Exam and Prep)	1.5 days

Private Team Training

For groups of 6 to 16 participants, Brainmates offers Private training workshops to client organisations to hone ins on specific business and product management team needs.

Privately run courses provide the benefit of being able to bring your team together to map the course material and Product Management Framework back to the organisations existing processes. The real world products used as examples throughout the course and can later be used to accelerate the activities outside of the course.

<https://www.brainmates.com.au/workshops>

One on One Coaching

Following a course you may have specific questions that you don't want to ask in the group. Book in for a private coaching session to bounce ideas off an experienced, yet impartial "Brainmate" and accelerate your own personal development.

<https://www.brainmates.com.au/career-development/coaching>

