

Agile Brand Management



Focus on: **The Manager** **The Specialist** **Spotlight Programme** **Hands-on Skills**

Course Overview

In our modern world, products are developed, launched, upgraded, and re-launched in record times. Agile Brand Management is crucial in gaining competitive advantage and prospering in the fast-moving and ever-changing times. Product managers need to develop interdisciplinary skills that allow them to work effectively and agilely with diverse groups of colleagues, from innovation to product and sales and marketing.

This Agile Product Management training course will provide you with a fundamental understanding of how to develop new products and services, as well as providing a useful set of tools and techniques to help you achieve your goals.

Course Objectives		This Course is Ideal For:	
1	Describe the key frameworks used in agile product management	✓	Marketing Executives
2	Recognise key stakeholders and create new product roadmaps to win their support	✓	Brand Managers
3	Analyse the potential demand for new products and services	✓	Key Account Executives
4	Explain how to price new products/services and techniques for tuning value	✓	Business Development Professionals
5	Demonstrate how to plan and execute product development, from requirements through to testing	✓	Entrepreneurs
6	Learn how to find out what you don't know—and solve the real problem	✓	Small to Medium Enterprise (SME) Owners and Managers
7	Challenge existing approaches to workplace issues	✓	Sales Executives and Sales Managers

Course Content

Day	Theme	Coverage
1	Product Management Frameworks	<ul style="list-style-type: none"> Product management framework Product manager's role Success factors in product management Identifying and managing stakeholder expectations Innovation frameworks Reporting framework Product portfolios and product roadmaps Opportunity costs in product channels
2	Research and Planning	<ul style="list-style-type: none"> Forecasting sales volumes and revenues

Agile Brand Management



Focus on: **The Manager** **The Specialist** **Spotlight Programme** **Hands-on Skills**

		<ul style="list-style-type: none"> • Developing financials for the business case • Recognizing customer needs and product requirements • Value engineering products to the market price points • Developing pricing strategies • Discounting options • Developing the scope of a new product or service • The new product launch playbook
3	Agile Brand Management Techniques	<ul style="list-style-type: none"> • Establishing quality criteria and management • The agile delivery triangle • Types of a project lifecycle • The agile process and planning techniques • Estimating the time required • Burndown charts for delivery control • Quality tools and techniques
4	Brand Management of Sales Strategies	<ul style="list-style-type: none"> • Copywriting tips and tools and techniques for copywriting • Aligning offers to customer needs • Describing the customer experience pathway • Developing and using customer personas • The pitch book and its structure • Reacting to customer objections • Supporting and mentoring colleagues to help increase sales • Developing incentive packages and assessing customer loyalty
5	Market Analysis for Brand Management	<ul style="list-style-type: none"> • Group work on developing action plans for achieving net zero The art of competitive positioning • Five considerations in choosing markets • Three market perspectives • The importance of strategic fit • Visualizing a market • Assessing the total market and total accessible market revenues • Assessing the total segment potential and total expected segment revenues • Choosing and discarding market segments

Course Assessment	Certification
Participants will be assessed on: Participation in sessions Completion of exercises & case studies Performance in assessments	Upon successful completion of the course, participants will receive a Certificate of Successful Completion , along with a Transcript of Marks showing the performance by grade in each element of assessment and overall.

Agile Brand Management



Focus on: **The Manager** **The Specialist** **Spotlight Programme** **Hands-on Skills**

Course Instructor

Following a highly successful career in the Pharmaceutical Industry this speaker has spent over 30 years consulting and training for clients of all sizes from 'Blue Chip' Fortune 500 companies down to start-ups. He holds a BSc and an MBA from UK Universities, and he is a Fellow of the Chartered Institute of Marketing (FCIM).

He has been nominated as one of the World's Top Thinkers, Writers and Influencers in Key and Strategic Account Management and he is the author of several books on the subjects of AI in Marketing, Key Account Management and Customer Experience Management.