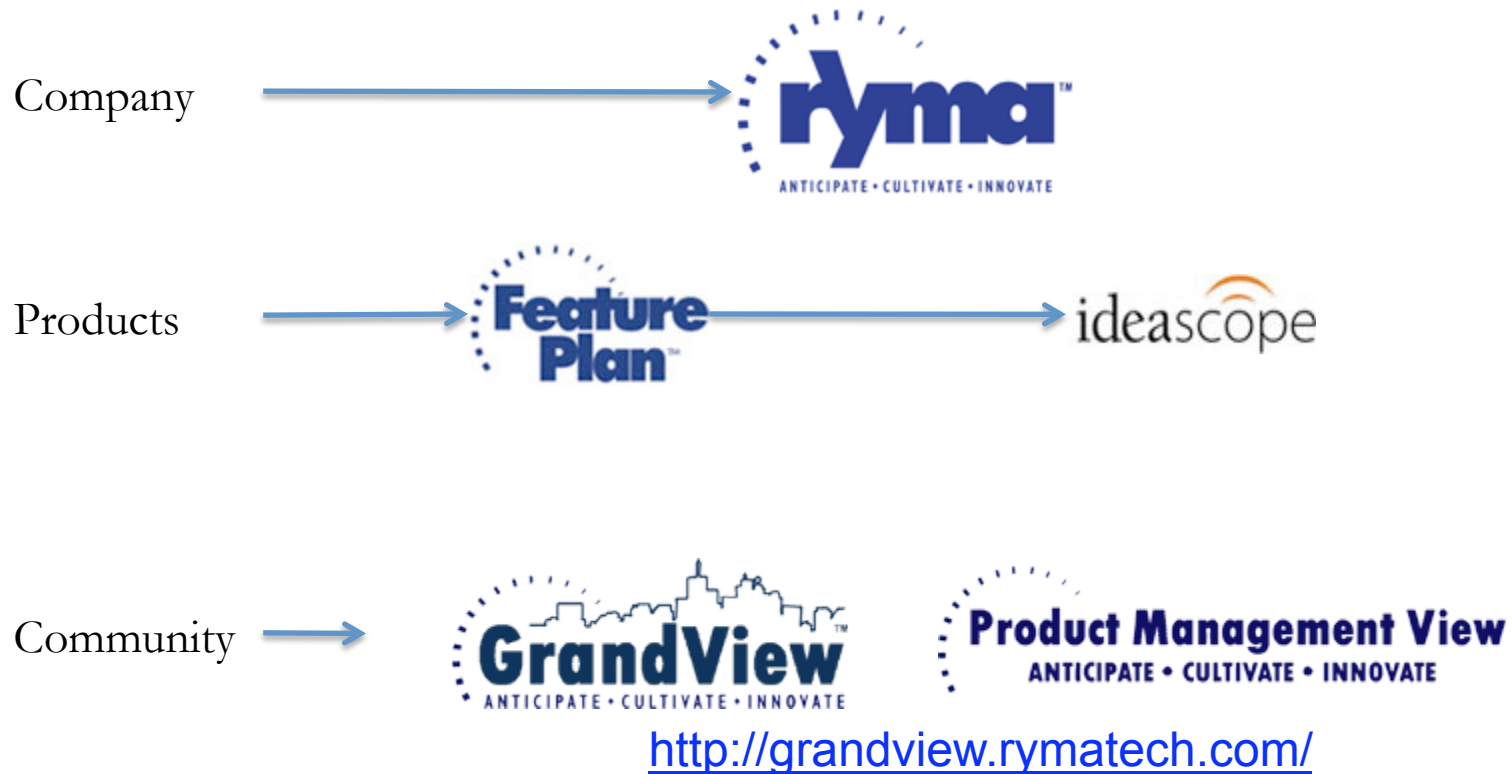


Important Things By Stewart Rogers

May 16, 2009

Where I work...



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Product Management Resources

- Blogs: <http://product-management.alltop.com>
- Product Management Webinars: <http://community.featureplan.com/community/>
- Product Management Book Club: <http://www.booksprouts.com/club/show/426>
- Twitter:
 - <http://twitter.com/StewartRogers> (me)
 - <http://www.cindyalvarez.com/learning/product-managers-on-twitter>
- ProductCamps (Atlanta (June), New York (July), Austin, Toronto, Seattle)

Help Me Help You

“participants in the conference leading all discussion sessions.”

- Agree / Disagree
- Additional commentary (share your experiences)
- Additional questions

Think...

- Ask yourself WHY before you...
 - Respond to that email
 - Attend that meeting
 - Plan that feature
- Input processed to Output



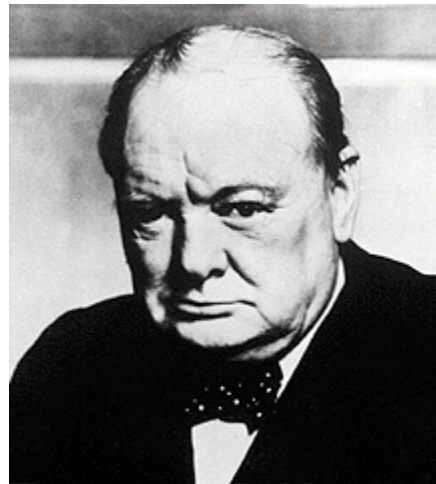
Be mindful of being the demo'er and enhancement manager

Be a leader...

– Product Management is 90% influence

- People and relationships
- Enable team members to be creative
- Share your thoughts & reasoning
- Be a coach and catalyst
- Offer feedback

Read **Lead on Purpose** (blog)
<http://leadonpurposeblog.com>



Own your pricing...

– Product Management defines the price of your products

- Only element to produce revenue
- Implies value
- The price today will determine the price tomorrow
- Stop discounting



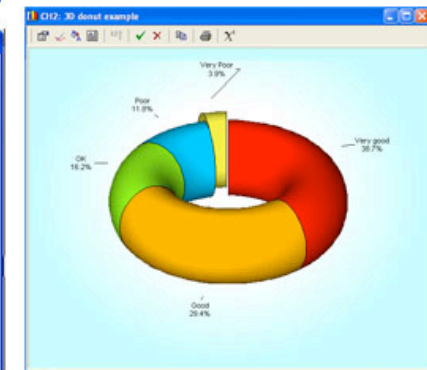
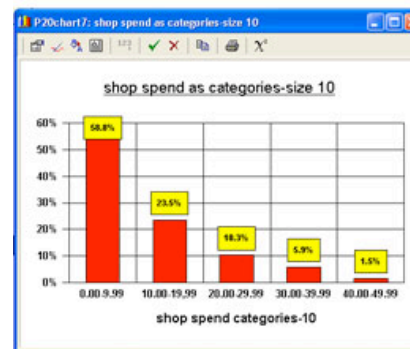
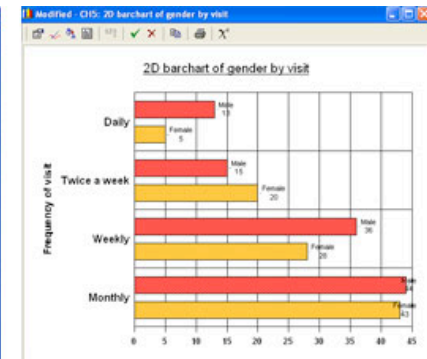
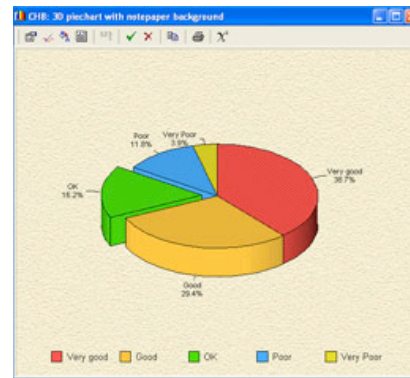
Read: **Pricing for Software Product Manager** by Daniel Shefer

http://www.practicmarketing.com/publications/magazine/3/5/0507ds1_1

Measure Measure Measure...

— It is all about metrics!

- Revenue
- Revenue!
- Customer Satisfaction
- Defects / Bugs
- Velocity
- Usage statistics



Observe...

- Watch and learn
 - Observe your customers in action
 - Determine why they do certain things
 - Be honest in your desires to learn

(People fear change)



Be mindful customer interviews vs. user observations

Define your Personas...

– Who the buyers are

- Key for Product Marketers
- Know background, daily activities, and current solutions for their problems

– Who the users are

- Goals and behavior of a real group of users



*Author of
personacreation.com

Read: **Buyer Persona Blog**

<http://www.buyerpersona.com>

Call Reports...

– Call Reports

- Validate assumptions
(or special projects)
- Discover new opportunities



Manage Roadmaps...

– Roadmap

- Feature vs. Release-based
- Strategize your Roadmap

– Two take home points

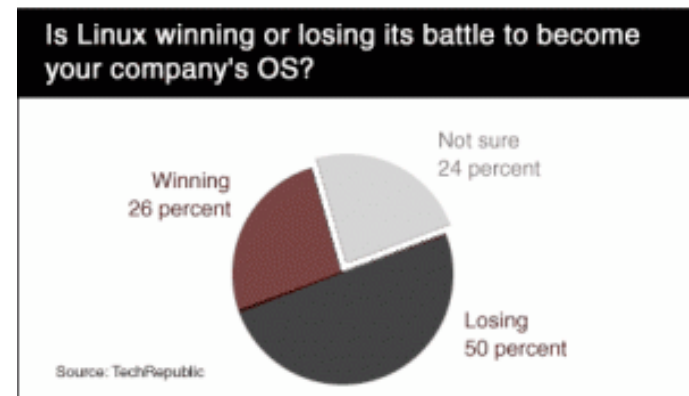
- Most important deliverable
- Review weekly

Item	Freq.	2001	2002	2003	2004	2005
Antenna Switch Module <i>Multi band (balance-out available)</i>	800M ↓ 2.4G	With Semiconductor & Discrete Parts				
		Down sizing 6750 → Smaller size				
Isolator	800M ↓ 2G	Wideband, with LPF & coupler				
		Down sizing 4mm sq. → Smaller size				
Integration (Multi-function)						
Duplexer <i>(integratable)</i>	2G	Bulk → Multi-layered Smaller size				
Chip Components <i>LPF, coupler, balun & active mixer</i>		Down sizing 3216 → Smaller size				
Chip Antenna <i>Bluetooth, GPS & UMTS</i>	1.5G ↓ 2.4G	Down sizing 15x3x2mm → Smaller size				

Do Win/Loss Analysis...

– Win / Loss

- Key and missing features
- Sales process problems (#1)



Win/Loss Analysis *WILL* be a career differentiator.

Read: **Win Loss Analysis Resources**

<http://www.strategicproductmanager.com/2009/04/30/win-loss-analysis-resources/>

Write Problem Statements...

- To understand the problem, one must document problem
 - “... **innovation** occurs at the boundaries of organizations and industries where the **problems** and needs of users can be linked together in a creative process that challenges both.”
 - Peer reviews
 - Find time!



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Thank you



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