

EVENT AGENDA

BEST PRACTICES IN PRODUCT MANAGEMENT: *Pricing and Sales Strategy Done Right*

May 18, 2018

Le Meridian Chicago, Oakbrook, IL

8:00 am – 5:30 pm CDT

[Register Now!](#)

Overview:

This course will offer ideas and examples of how to determine if your product portfolio is in line with what your market trends and/or your customer's demands, find alternatives, evaluate each alternative and promote the final solution to the executives. It also provides a proven template and project plan how to proceed forward.

Networking:

We strongly believe in the power of networking and in the concept of sharing openly and honestly various ideas and experiences. A special networking event will take place at the end of the day, from 5:30 pm until 7:30 pm. This is a great opportunity to connect with peers and exchange a few business cards.

Organized by

Axentys Consulting Group

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Morning Session: 8 AM - 1 PM

- What competencies are critical for a successful product launch?
- Do's and don'ts for product managers: Lessons learned the hard way
- Creating a robust sales and marketing strategy

Afternoon Session: 2 PM - 5.30 PM

- What is the practical meaning of operational excellence?
- Sales channels - development and management
- Cost effective Product Portfolio Strategies-private labelling

Keynote by

Tim J. Smith, PhD - Adjunct Professor of Marketing and Economics at DePaul University

Pricing challenges and decisions arise at every stage of the offering innovation lifecycle, from ideation, to go-to-market, maturity, and de-marketing. But the tools and techniques use for early stage product management decisions are very different from those used in latter stages. In this session, Tim J. Smith, PhD will share how leading firms are integrating different pricing and price management techniques throughout the innovation lifecycle to maximize the success rate of new offerings and maximize the profit earnings on existing offerings.

Attendees will learn:

- What information is required to address pricing throughout the Innovation Lifecycle
- Which Pricing Techniques best align with specific Product Phase Gates.
- How Pricing at Maturity differs from Pricing at Launch
- How to evaluate and select the best sales channel strategy

