

Produktmanagement - Wertschöpfende Innovationen generieren (PMWG)

ID PMWG **Price** 1,590.— €excl. tax **Duration** 2 days

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Who should attend

Managers who are planning a product management organization, product and product group managers, senior PM, account managers. Employees from specialist departments who will have the tasks of a product manager in the future.

Prerequisites

[Produktmanagement - Markt- und Kundenorientierung für Produktmanager \(PMMKP\)](#) or equivalent knowledge.

Course Content

Corporate strategy and product strategy - an interplay:

- Strategy development
- Competitive scenario analysis
- Income statement

The product manager as a partner of the management:

- The importance of product management for the management
- Derivations for personal positioning and communication

Business management know-how for product managers:

- Break Even Calculation - Product Cost Accounting - Contribution Margin Accounting
- Quality management - process management
- Value creation management - management of budget and business results
- Supplier Relationship Management

Marketing and sales know-how for product managers:

- Marketing strategies national/international

- Planning and implementation of holistic product, sales and marketing campaigns
- Establishment and development of strategic product and customer potentials
- Sales support in the area of B2B and B2C

Idea management of product management:

- Deepening of the methods of idea generation, selection and implementation
- Development of strategic offer potentials and unique selling propositions

About Fast Lane



Fast Lane is a global, award-winning specialist in technology and business training as well as consulting services for digital transformation. As the only global partner of the three cloud hyperscalers- Microsoft, AWS and Google- and partner of 30 other leading IT vendors, Fast Lane offers qualification solutions and professional services that can be scaled as needed. More than 4,000 experienced Fast Lane professionals train and advise customers in organizations of all sizes in 90 countries worldwide in the areas of cloud, artificial intelligence, cyber security, software development, wireless and mobility, modern workplace, as well as management and leadership skills, IT and project management.

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- ✓ FLEX Classroom – Classroom & Online Hybrid
- ✓ Onsite & Customized Training
- ✓ E-Learning
- ✓ Blended & Hybrid Learning
- ✓ Mobile Learning

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- ✓ Digital Transformation
- ✓ Artificial Intelligence
- ✓ Cloud
- ✓ Networking
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Worldwide Presence
with high-end training centers
around the globe



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from vendors such as AWS,
Microsoft, Cisco, Google, NetApp,
VMware



Experienced SMEs
with over 19.000 combined
certifications

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