

Product Selection Process

Quick Start Guide



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Congratulations!

Thank you for investing in yourself and your product manager career by getting the Product Selection Process (PSP) home study course. A great deal of time and effort has gone into collecting all of the best practices in the product management community and all of that information is now going to be yours!

During my over 25 years of being a successful product manager I have had the ability to attend a number of different so-called "product manager training programs". In most cases they were a waste of my time – a dry academic presentation of how product manager who sold laundry detergent did things. I've never been responsible for laundry detergent and so the class and the examples that they used meant nothing to me.

My poor experiences lead me to create the PSP. This training is going to be nothing like the training that I've had to sit through! Everything that you learn in this class is going to be something that you can start to use in your job RIGHT AWAY!

What's Included In PSP?

I have taken more training than I can remember during my career and all too much of it has gone in one ear and out the other. That's why I've taken all of the information that is included in the PSP course and broken it up into four modules. The reason that I did this is to make it easier for you to absorb all of the material. I'm afraid that if I just backed the truck up and dumped it all on you, then it would be too much and a lot of the important stuff would get lost!

That being said, let's take a look at what's included in the course:

Module 1:

- Quick start guide — I realize that I've included a lot of stuff in this course. The overview guide shows you how to make use of it all
- Video of an overview of an End-To-End product management system — just exactly goes into creating /launching /selling /managing a product?
- MP3 of the end-to-end product management system — I realize that you can't always be in front of your computer so I've made it so that you can take the important stuff with you.

Module 2:

- Video of Product Selection Process overview — this is a quick 45 minute introduction to the PSP system. It's fast and you'll get a good understanding of how it all works
- MP3 of Product Selection Process overview — The is the overview in portable format so that you can take it with you
- 53-page PSP manual — This is a MONSTER document. I've spilled my guts out here — everything that you ever wanted to know about the PSP is detailed here
- MP3 with audio of PSP manual – This is all of the details of the PSP in portable format so that you can take it to the gym, running, or whatever

Module 3:

- Videos of 2 PSP Deep Dive webinars — In these two deep dive videos, I go into great detail about how you actually use the PSP system to read your customer's mind
- MP3 of both webinars — Both webinars are provided in portable format
- PSP Checklists — PSP is all about doing the right things in the right order. I've taken the mystery out of it and I'm providing you with the checklists you need to stay on course

Module 4:

- Amazon Book: "Product Manager Product Success: How to keep your product on track and make it become a success" in PDF format — this 60+ book contains the info you need to be a successful product manager with PSP
- Report "Market Segmentation Secrets" — part of the PSP system is to divide your market up into segments. In this report I'll show you how to do this correctly.

Module 5

- Secret Stuff

Module 1

The purpose of module 1 is to get you started by showing you the "big picture" of how product management is done. I've always been amazed when I talk with product managers how many have never been trained on all of the different components that go in to creating and managing a successful product. There can be a lot of different reasons for this and a lot of it may have to do with the way that

your company is organized. More often than not, some of the tasks that a product manager would traditionally do are being taken care of by one or more other departments.

If that's the way that it's done at your company, then there is no problem with that (as long as those other departments are doing a good job!), but I want to make sure that you understand how all of the different parts of product management fit together. You may not always be working at the company that you are currently working for so some of the tasks that you don't have to do today, you may be doing tomorrow. Let's make sure that you know what they all are!

I've divided the end-to-end product management process up into seven steps. Here's what the different stages look like and what question each is designed to answer:

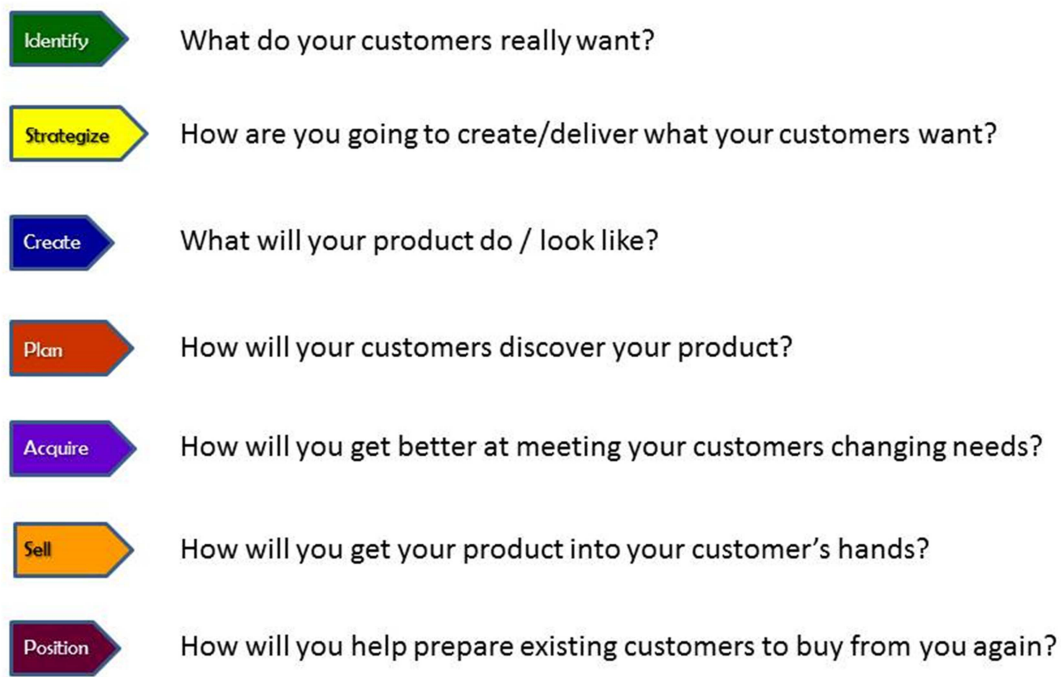


Figure 1: End-to-end product management stages & questions

As you can well imagine, there is a LOT that goes into creating, launching, and managing a successful product. The Product Selection Process (PSP) course is focused on one stage of this end-to-end process: the Identify stage. We're going to be spending our time diving in and fully understanding just exactly what you need to do in order to "read your customer's mind".

In module 1, we kick things off with a 45 minute video in which Dr. Anderson shows how the different parts of the 7-stage end-to-end product management process all work together in order to define, launch, and support a successful product. Instead of a dry discussion of a business process, Dr. Anderson uses a real example of a brand-new product and shows you how it would move through the 7 different stages of the product management process.

Module 1 consists of this quick start guide (of course), the end-to-end product management process overview, and an audio only version of the end-to-end product management process overview that you can take with you when you're not sitting at your laptop.

Module 2

Ok, now it's time to get down to the real reason that you decided to invest in this course – you want to read your customer's mind. Well, ok, so maybe we're not really talking about the kind of mind-reading that you might see at a carnival, but what we are talking about is developing a much better understanding than you have today of what problems your customer is facing and how they'd like to go about solving them. This is what you are going to learn in Module 2.

We'll start things off with yet another video. However, this one is a bit different from the overview video that you've already seen. This time around, instead of giving you the BIG picture, I'm going to be focusing on only one part of the process: the Product Selection Process part. We're going to go zooming through all of the steps that make up the PSP so that you can see how they all fit together.

Once you've got that taken care of, it's going to be time to do some studying. I've created a 52-page manual that will show you, in great detail, how each component of the PSP works. Yes, I know that this is a bit long, but there is a lot of detail to cover and I want to make sure that you get all of your questions answered. I've included real-life examples so that you can see the techniques that we're talking about being put into practice.

I fully realize that we all learn in different ways. Some folks need to sit down with printed words on paper and "see" what they are learning. Others of you need to "hear" what is being said. I've got you covered. I'm providing you with an audio version of the 53 page manual (don't even ask me how long this took to create this!)

Module 3

By the time you get to Module 3, it is my hope that you have a very good understanding of just exactly what is in the PSP course. However, I want to make sure that you know how to use what you've been taught. That's why I've made these two "deep dive" videos. I'm taking one specific and very important aspect of PSP and I'm going to go into great detail on exactly how YOU can go about using it. Consider this material to be me basically taking you by the hand and showing you how to use what I've already taught you. How's that for personal service?

I'm also going to include audios of the videos so when you are not by your laptop, the learning can continue. Most of what I'll be talking about won't have to do with me showing you something specific. That means that when you are not in front of your laptop, you can grab the audio files, drop them into your iPod and the learning can keep on happening.

Module 4

We're getting towards the end of the course now, but I still have things that I want to teach you. Because PSP fits into a complete product management end-to-end process, I'm going to provide you with a PDF version of my Amazon Book: "Product Manager Product Success: How to keep your product

on track and make it become a success". This is 56 pages of specific things that you can do to make your product a success while at the same time boosting your career.

Just to refine your skills, I'm also providing you with a custom report that I've created. This report is called " Market Segmentation Secrets" and it has to do with how you need to go about dividing your (hopefully) very large market up into manageable segments that you can target your products towards.

Module 5

Fooled you – you didn't think that there was a Module 5 did you? Well it turns out that there is. It's got some really, really valuable stuff in it. However, I'm not going to tell you what you'll be getting. I need you to focus on what's in Modules 1-4. Trust me, you're going to like what I provide you with in Module 5. Just like everything else that I give you, you'll be able to start to use it right away!

Last Thoughts

There you go. That's what you're going to be getting as you go through the PSP course. There's a lot of information here for you, but I think that the module system should make it doable. Module 2 has the "meat" of the course and so I'm going to ask that you take extra time and make sure that you understand how the different pieces of the PSP system all fit together.

This is exciting stuff. Very shortly one of the most difficult tasks in the world of product managers, being able to uncover exactly what your customer wants your product to do for them is going to be revealed to you. Sit down, buckle up, and let's go do some product management!

- Dr. Jim Anderson
October, 2013