



Dr. Jim Anderson: Unforgettable Product Management Skills That Will Set Your Ideas Free



How much money did you lose today? If your products are underperforming then you are losing money even as you read these words. Despite having smart, bright people on your team, do you feel that you're not getting all that you should be getting out of one or more of your products? Sounds like it's time to call the Product Doctor – Dr. Jim Anderson. In order for you to get the most out of each of your products, you have to be able to communicate its value to its potential customers. The good

news is that every marketing team can be successful. All that is needed is for them to be shown how to go about doing it.

Managing and marketing a product in today's highly competitive global business environment requires marketing professionals to have superior communication skills. They need to be able to identify customer needs, rally internal teams to design and create products to meet these needs, and then communicate product benefits and pricing methodologies to sales and marketing teams. Add in the complexities of dealing with remote teams, fierce competition, and the need to offer superior 24x7 customer support and you've got a real challenge on your hands. If you don't know how to communicate effectively, then you won't be able to live up to your highest potential and a tough job just got a lot harder.

Dr. Jim Anderson is a product management expert who has been there, done that. He leads training for marketing professionals on the process of learning to use the skills that they already have in order to become better at managing the complete product life-cycle through Blue Elephant Consulting seminars and workshops. Dr. Anderson provides real-world systems and skills that allow attendees to become more effective product and marketing managers.

Bio: Dr. Jim Anderson is the President of Blue Elephant Consulting, a boutique consulting firm that companies call when their products aren't living up to their expectations. Dr. Anderson holds four college degrees: B.S., M.S., and PhD. in Computer Science as well as an MBA in Marketing. Dr. Anderson spent over 25 years working in corporate positions rising to become a senior telecommunications executive. His professional career included working for such firms as Boeing, Siemens, Alcatel, and Verizon. He also admits to working at startups on the front line of the dot.com adventure; however, he disavows all responsibility for how that whole thing turned out. For more information please visit www.BlueElephantConsulting.com

Story Ideas

Stop Giving Your Customers Too Many Choices — They Don't Want Them!: Firms have gone crazy with the number of variations on products that they offer. Dr. Anderson shares how a firm can decide on the right number of product & variations to create and offer.

Secrets Of The Color Wheel: In today's work environment we use PowerPoint slides to communicate a great deal of information. However, most of us have never been trained how to do this – let alone what colors to use. Dr. Anderson lays out the basics of how to create powerful presentations that get your point across.

Is being A Product Manager At Coke the Real Thing?: Most product managers have to deal with sprawling product lines, but the ones at Coke have a bigger problem – they have over 450 brands. Dr. Anderson discusses how they manage them and what we can learn from how they do it.

The #1 Skill That A Product Manager Must Have: Being a product manager is a complex job that requires many different skills. The most important is the ability to make good judgments. Dr. Anderson will explain how we can develop this talent.

How To Use Subliminal Advertising: When Product Managers use advertising, they want to convince their customers to take action. Dr. Anderson talks about how an ad can be created that will cause this to happen even without the customer knowing why.

4 Key Success Factors For Being A Service Product Manager: Forget hard goods, it seems like everyone is rolling out service products these days. Dr. Anderson talks about the differences between service products and traditional products and then shows how to make them a success.

What A Product Manager Needs On Their Resume: When it's time to go job shopping, Dr. Anderson will show you what a product manager's resume needs to contain.