

GATHERING MARKET INSIGHTS

2-Day Corporate Workshop

sequent
LEARNING NETWORKS

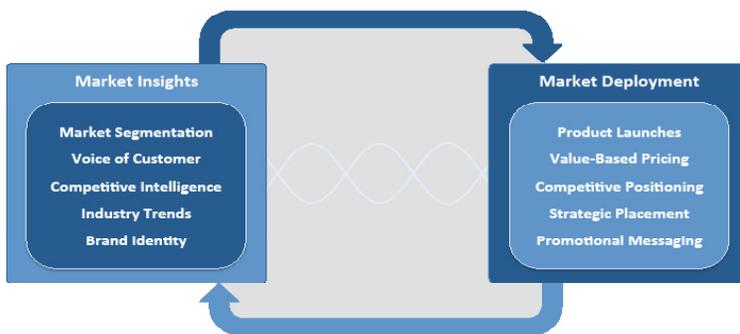
OVERVIEW:

Our 2-day Gathering Market Insights workshop addresses the critical process of understanding the market and industry dynamics that are happening outside your company and that should ultimately serve to drive your product business. Topics include market segmentation, voice of customer, developing customer experience maps, and using archetypes to help define your brand.

PRODUCT
MANAGEMENT
SERIES

PRODUCT
STRATEGY
SERIES

PRODUCT
MARKETING
SERIES



The foundation for this workshop is our Product Marketing Model, which illustrates the difference between the market insights and market deployment functions. This workshop focuses mainly on the Market Insights side of the model.

IN THIS WORKSHOP, YOU WILL:

- Learn how to uncover unmet customer needs through planned observation visits and contextual interview sessions
- Identify target market segments and develop product archetypes to connect with those segments
- Develop customer experience maps that detail all the interface points that a customer has with a product

WORKSHOP PARTICIPANTS RECEIVE:

- A comprehensive course workbook and accompanying laminated framework
- An electronic copy of our Market Insights Guide
- Exclusive access to over 50 of our Whiteboard Videos so that participants can continue their learning well beyond the workshop

WORKSHOP OUTLINE:

INTRODUCTION AND CONTEXT

- The Product Marketing Framework
- The Champion's Pyramid

MARKET SEGMENTATION

- Applying B2B and B2C Segmentation

VOICE OF CUSTOMER

- Planning and Practicing Overt Observation
- Conducting Customer Interviews
- Practicing Effective Listening
- Customer Experience Mapping

COMPETITIVE INTELLIGENCE

- Measuring Against the Competition

INDUSTRY TRENDS

- Uncovering Industry and Market Trends

BRAND IDENTIFICATION

- The 12 Archetypes
- Identifying Your Product's Archetype

ABOUT US:

Sequent Learning Networks is a product management learning and development company specializing in the combined areas of **product management**, **product strategy**, and **product marketing**.

We offer a full curriculum to help improve your product organization, including two foundational courses in product management, and four "deeper dive" courses in the supporting areas of product strategy and product marketing. All of our workshops are designed to be highly interactive experiences that enable long-term application of key tools and concepts.

