

# GO-TO-MARKET DEPLOYMENT

2-Day Corporate Workshop

**sequent**  
LEARNING NETWORKS

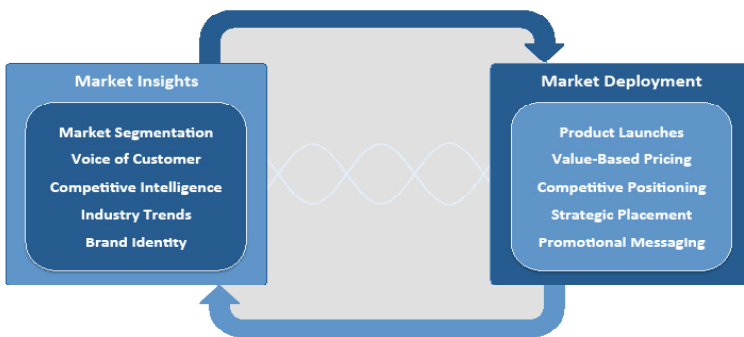
## OVERVIEW:

Our 2-Day Go-To-Market Deployment workshop provides all the tools your team needs to both bring new products to market and to manage existing products in markets that are currently being served. This workshop takes you from product launch, all the way through managing each of the four marketing mix elements of product, price, promotion, and place.

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 Deployment side of the model.

## IN THIS WORKSHOP, YOU WILL:

- Learn how to craft value-based marketing messages around your product launches
- Create value-based pricing strategies that are aligned with your customers' needs
- Develop unique value propositions and positioning statements for the products you manage

## WORKSHOP PARTICIPANTS RECEIVE:

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



## WORKSHOP OUTLINE:

### LAUNCHING PRODUCTS

- Arrange
- Announce
- Activate

### VALUE-BASED PRICING

- Perceived Value
- Pricing Strategies
- Pricing Execution and Analysis

### VALUE PROPOSITIONS AND POSITIONING STATEMENTS

- Financial Value Propositions
- Emotional Value Propositions
- Competitive Positioning

### PLACEMENT AND DISTRIBUTION

- Choosing Your Channels
- Managing The Customer Experience

### PROMOTIONAL MESSAGING

- Aligning Your Message
- Choosing Your Promotional Weapons
- Customer Positioning

## 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.

