

Blackblot IC* Seminar Action Plan

* Part of the "Interactivity and Communication™" seminar.

<p>1. Soft Skills Universe</p> <ul style="list-style-type: none"> • Develop all three competency domains, and be extremely organized and proactive. 	<p>2. Analyst Relations</p> <ul style="list-style-type: none"> • Build and defend your brand with the analyst community via a long-term analyst relations plan as part of your marketing tactics. 	<p>3. Product Demo</p> <ul style="list-style-type: none"> • Impressions are critical. Rehearse your demo and design it for its objective and audience.
<p>4. Product Review Guide</p> <ul style="list-style-type: none"> • Reviewers evaluate many products. Prepare a powerful and concise guide with very little hype. 	<p>5. IPO Road-Show</p> <ul style="list-style-type: none"> • Create a strong message and develop the ability to convey it convincingly. 	<p>6. Elevator Speech</p> <ul style="list-style-type: none"> • Do not fill your speech with labels. Immediately begin sharing the benefits the audience will get by working with you.
<p>7. Customer Expectations Management</p> <ul style="list-style-type: none"> • Good customer expectations management means nothing should ever come as a surprise. 	<p>8. Product Management Interview</p> <ul style="list-style-type: none"> • The biggest mistake made by job candidates is grossly underestimating the competition. Be thoroughly prepared. 	<p>9. Negotiation</p> <ul style="list-style-type: none"> • Personalize your negotiation style and always negotiate for results - not victory. • Always conduct your negotiations in a positive and friendly manner regardless of the outcome.
<p>10. Business Etiquette</p> <ul style="list-style-type: none"> • It is better to be overly polite than slightly rude. 	<p>11. Email Etiquette</p> <ul style="list-style-type: none"> • Email is about communication between people so clarity and politeness are your goal. 	<p>12. Success Factors</p> <ul style="list-style-type: none"> • Success is based on working smart, being likable and becoming an authority.

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Product Manager's Checklist

- ☑ Plan your moves
- ☑ Have clear goals
- ☑ Visit customers regularly
- ☑ Become a market expert
- ☑ Give credit and affirmation
- ☑ Be strategic and organized
- ☑ Develop excellent soft skills
- ☑ Understand the business context
- ☑ Maintain yourself (keep learning!)
- ☑ Use tools/resources available to you

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