

Empowering high performing product management

VALUE ENGINEERING

WORKSHOP



To guide you through the
Value Development Model©



1 Day

INTRODUCTION

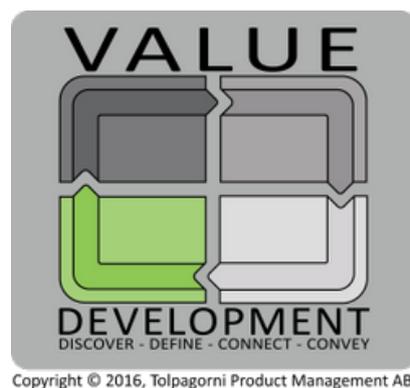
The increase of competition in the Industrial world forces a change in the way we do business. It has a major impact on all communication with our customers. In addition, the customer behavior is changing. They look for a new type of cooperation with their partners. The product is still core but we need to define and discover the true value in our deliveries.

TOLPAGORNI has developed a new way of working with industrial marketing and communication. The work is based on research in sales and marketing and pragmatic experience and has been packaged into a powerful workshop.

THE GOAL

During the workshop, Tolpagorni experts will guide you through the Value Development Model©. The Model is a framework by Tolpagorni for Product Managers to work with Value perspective in designing support for sales and marketing.

It covers four areas: Discover, Define, Connect and Convey.



Participants will learn how to:

- Develop your Value Logic
- Increase the quality of your Value Argumentation
- Identify values with high business impact
- Strengthen the cooperation between Sales and Product Management

SUITABLE FOR

- Product marketing manager
- Product manager
- For Creating value logic
- For you working on a product launch

COURSE OVERVIEW & SETUP

During this 1 Day workshop, you will learn:

- **Discover - understand your value logic and target markets**
Discover is the first phase of the Value Development Model©. In this phase you discover which technology improvement you should leverage, the value logic, market insights and where to sell. The primary tool used in this phase are Target Market, Driving Forces and Value Tree® .
- **Define - design your value proposition and resonating focus**
Define is the second phase of the Value Development Model©. In this phase you define market opportunity, value offering and value documentation. The primary tools used in this phase are Value Proposition Design and Resonating Focus.
- **Connect - create your story and identify compelling events**
Connect is the third phase of the Value Development Model©. In this phase you connect Target Markets with values, Compelling Event with values, Target Markets with Compelling Events and connect them in Storytelling. The primary tools used in this phase are Compelling Events and Storytelling.
- **Convey – define the buyers journey and choose customer engagement models to support the journey**
Convey is the forth phase of the Value Development Model©. In this phase you convey your values via relevant engagement tools and Product Material Analysis. The primary tools used in this phase are Product Material Analysis and Engagement Models.

The aim of the first part is to discover and define values in your offering. The aim of the second part is to connect and convey values in your communications. The models and tools used in each phase may differ. Also, models such as Value Proposition Design or Value Tree® can be used in several phases. Exactly how you do it is up to you. Remember it's not about using all the models, it's about the process. It's about getting it done. And Value Development Model© is a great way to make it happen.

KNOWLEDGES & VALUES

For you

- You will know how to use the powerful Value Tree® tool and gain your Value logic
- You will increase the quality of your Value Argumentation
- You will have the skills to react to changes in customer behavior and stay on top of the competition
- You will be able to use Compelling Events to trigger the Value discussion
- You will be able to produce relevant Engagement Models
- You will be able to create effective marketing communication that supports sales

WAY OF LEARNING

Face to face instructor led training featuring

- PPT presentations
- Problem solving exercises
- Reading material provided
- Hands-on tools given
- Group exercises
- Interactive sessions & discussions
- Networking

WHO WE ARE

Tolpagorni is a leading trainer in Product Management which provide several trainings during the year related to Agile Product Management, Product Strategy, Product Planning and Product Marketing & Launch.

More than 2.500 people have already followed our different sessions delivered in our Training Center or on Site.

WHY CHOOSE TOLPAGORNI?

- Training alternatives meeting different levels of experience and know how
- Learn from cases and experience sharing in discussions and mini-workshops
- Strong academic foundation to include the latest in research and trends
- We always test our theories, tools and methods presented in training in real-life to ensure reliability
- Trainings available in open format, onsite and 100% online. Blended learning alternatives
- Sustainable learning concepts
- Money back guarantee if we don't deliver

WHAT THEY SAID ABOUT THE TRAINING

"The value tree tool is the first part I will implement in my everyday work. I love it and will be using it all the time from here." Jacques Groenewald ABB China

"Today we struggle with a consistent messaging around my products and although we have plenty of product marketing staff I believe I need as a PM to "take control" over that. The Value tree helps with that." Leif Bildoy CA Technologies

*"Value strategy is our way to build the competitive edge in a virtualized world. That's why this training is so important."
- Luca de Stefano, Ericsson*

"If you truly understand and use the concept of Value your business will never be same. It's not easy, but it's worth it." -Nils Olsson, Tacton
