

Product Management For Enterprise

⚠ Definitions and responsibilities of PM vary dramatically by

- size of the company
- maturity of the product
- business model

⚠ Platforms vs. Products

- SaaS technologies are changing everything
- SaaS products are increasingly components of Platforms instead of standalone components
- The platform is a key part of your product

⚠ who makes a good PM

- PM should very rarely be your first tech job
- PMs benefit greatly from deep industry and organizational expertise
- solution consultants, marketers, engineers are common successful PM backgrounds

△ Core concepts of product management

- learning your market
- working with Per
- The "business" of PM

△ How to become an information sponge

- Primary industry sources
- direct customer research
- qualitative intelligence

△ Primary industry research

- read everything
- don't believe everything you read!
- remember: everything is marketing and no one knows anything

△ conducting customer research

- There are lots of ways to find out what customers want (or need)
- Be sure to combine quantitative research with the qualitative (and know how to balance the two)

→ remember: customers will only tell you so much!

⚠ Qualitative research on your market

- People out there are talking about your market.
It's up to you to go find them
- Interest communities, meetups, even your competitor's support forum
- Get social

⚠ Working with engineers

- working effectively with your engineering team is one of the most important skills for any PM
- we have great tools available to do this, but...
- conceptual frameworks and soft skills trump collaboration tools 10/10 times

⚠ Fundamental concepts

- Learn what Agile and Scrum are
- Story points
- Measuring engineering output for better planning

⚠ Popular tools for working with development

- └ Jira
- └ Trello

⚠ The "business" of product management

- └ setting the goalposts for success
- └ managing outside influencers
- └ working with partners on other teams

⚠ How do you identify success

- └ sales volume alone is a highly imperfect view of success from PM's perspective
- └ To gauge how your product is really doing, get a more holistic view
- └ consider three-legged stool approach
 - └ sales
 - └ Users
 - └ Engagement

⚠ Interpreting Success or challenges

- reviewing metrics for sales, users and engagement provides a good basis for understanding traction
- high sales but low user growth or engagement? watch out!
- low sales but high user growth or engagement? you're not charging enough
- incorporate this insight into product development

⚠ working with sales

- sales is the tip of the spear - never forget
- make sure sales has what it needs to be successful
- be prepared to support sales when necessary, but no more