The 70 Skills of a Product Manager (PM)

The Product Manager is situated in Marketing. The Product Manager is in charge of one product or product area, and is the primary person in the company responsible for the product.

The PM is the advocate and champion of the product across all areas in the company. If the product's name is "ROBO", then the SPM is "Mr (or Ms) ROBO". The SPM lives and breathes the product. It is important to note that the PM is _not_ in development or sales.

The following document sets out the responsibilities of a product manager.
In general the product manager is responsible for:

1. Running the product team and the team meetings
2. Developing a deep technical and market understanding of the product
3. Building a business case for products to the company standard format to include market share, business opportunity, competitive analysis, USPs time and ROI
4. Develop a competitive analysis suitable to be given to sales and distributors
5. Writing the MRD and keeping it up to date
6. Working with evangelists to build the case for the product and its features
7. Validating the goals for the product with chosen evangelists
8. Working with sales/biz dev to plan the channel strategy and estimating % commission to distributors
9. Estimating the ROI of a product over its life based on market size and the nature and bandwidth of the channel
10. Planning the birth, life and death of a product
11. Proposing the sales price of a product, various discounts and packaging
12. Working with engineering, R&D to ensure lowest cost BOM is achieved.
13. Working with engineering and manufacturing to build the BOM
14. Working with sales/biz dev to put together a sales forecast for 3 years
15. Managing the product team that comprises engineers, support, R&D and manufacturing, documenting the weekly product meetings
16. Ensuring that the product development schedule keeps on track, and where deviations occur informing management
17. Arranging alpha testing and alpha test agreements with evangelists
18. Working with designers to prepare product literature and other promotional documentation
19. Working with manufacturing to ensure quantities of product are manufactured to time and BOM to meet product goals
20. Working with PR to ensure the positioning of the product is in line with corporate goals

21. Working with finance to put leasing arrangements in place for the product
22. Locating beta test sites and putting beta test agreements in place
23. Overseeing beta tests
24. Deciding on physical product packaging (also for shipping)
25. Overseeing production of user manuals
26. Identifying major PR events which might be suitable to promote this product
27. Planning and co-ordinating the product launch
28. Writing datasheets and marketing material
29. Writing content for the website
30. With tactical marketing -planning and implementing in-bound marketing campaigns
31. Working with engineering to develop the user manual
32. Working with engineering to develop any release notes
33. Working with sales to put first road shows in place
34. Working with tactical marketing to ensure mailings are to target
35. Working with telemarketing on scripts
36. Compiling the sales manual to the company format to educate distributors and others selling our products to include, competition and recommended ways to sell the product
37. Working with finance to make sure appropriate product codes are in accounting systems
38. Working with finance to ensure sales has complete information to properly place orders
39. Working with shipping to ensure shipping is smooth and shipments don't get lost
40. Working with PR on the launch plan
41. Gathering success stories for marketing promotion by working with evangelists and writing them up for marketing collateral and for the web site
42. Putting together a PowerPoint presentation for the sales force to sell the product.
43. Drafting any press releases for approval
44. Training the sales force and distributors to demonstrate the product, pointing out its USPs
45. Determine any Protectable IP
46. Naming the product
47. Overseeing the FTO exercise with IP experts
48. Examining trademark issues
49. Working with legal to file marks, patents and design rights
50. Gathering early customer feedback on the product, especially requests for feature enhancements
51. Working with engineering to get an estimate of manpower required for new features
52. Prioritising requests for features as major and minor so that upgrades and

new releases can be planned

53. Working with PR to put a tactical marketing plan together for a rolling 18 months to include trade shows, PR, direct mail, and other promotional events.
54. Working with sales to run workshops, seminars with evangelists to promote the product
55. Working with PR to plan media events to support new releases that have major changes
56. Working with engineering to identify a release candidate
57. Working with the customer base to put a user group in place for the product
58. Working with customers PR and R&D to get speaker slots and major venues to promote both the product and the science behind it
59. Reviewing month by month rolling sales forecast together with actual sales to improve product forecasting
60. Working with manufacturing to ensure there are no problems in shipping product and also to see if the BOM can be reduced
61. Working with manufacturing to ensure there are no problems in manufacturing the product.
62. Planning to extend the product life by repackaging, building, unbundling – always keeping the product offering fresh and alive
63. Monitoring the product and its uptake in the market to ensure that the company is not surprised by market saturation
64. Upon death planning the product replacement and start over!
65. Identifying required standards the product has to comply with.
66. Initiating registration of any products with the appropriate regulatory authorities and ensuring any necessary regulatory approval is received before sales commence
67. Confirming the appropriate safety requirements and testing (typically electrical) of any new hardware are met before product launch
68. User base communication, keeping in contact with the customer base, communicating upgrades, gathering feedback from the user base in preparation for versions 2, 3, 4, etc…
69. Support strategy, capacity planning, annual support contract pricing
70. Manage product marketing budget

NO TWO PRODUCTS HAVE THE SAME REQUIREMENTS!!