

Product Analysis & Categorization

Improve your product-focused strategies with accurate and efficient decision-making skills. Integrate value chain insights with strategic pricing to master your product's analytical aspects and market position.

AUDIENCE

Sales Managers

Product Managers

Directors

C-level executives

VALUE

- Master Product Analysis, ensuring you stand out in an ever-evolving market landscape
- Harness actionable insights that transform your product strategies, equipping you with tools that turn challenges into opportunities.

OBJECTIVES

- Uncover the hidden intricacies of your products by diving deep into comprehensive analytical methodologies.
- Strategize with precision by understanding the nuances of market positioning, empowering you to make decisions that resonate with your target audience.
- Integrate learned insights into actionable plans, ensuring that each step you take is both confident and impactful.

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CONTENT

Introduction to Product Analysis

- Importance in Sales and Strategy
- Key Concepts in Product Analysis

Value Chain and Market Dynamics

- Overview of the Product Value Chain
- Market Segments, Trends, and Client Needs

Product Categorization and Mapping

- Categorization Methodologies and Considerations
- Value Role of Strategy in Product Placement

Integrating Product Strategy into Sales

- Aligning Offerings with Sales Phases
- Customizing Sales Pitches Based on Product and Client Profiles

Pricing and Promotions

- Pricing Strategies and Competitive Considerations
- Role of Discounts and Promotions in Sales Strategy

METHODOLOGY

- Interactive Lectures
- Group Discussions
- Role-Playing Exercises
- Case Studies
- Hands-On Activities
- Feedback and Inquiry

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DAYS