

MSC-Praxistoolbox - das Profi-Werkzeug für Produktmanager

Erfolgsfaktoren

Strategie

Analyse

Erfolgsfaktoren im Produktmanagement

Portfolio- + Produktstrategie

Markt + Wettbewerb

Erfolgskontrolle

Product Life Cycle

Version 4.0

Aufgaben + Profil

Hauptaufgaben des PMs
[doc]
Kompetenzprofil PM
[doc]
Stellenbeschreibung PM
[doc]

Selbstorganisation + Weiterentwicklung

10 Tipps für erfolgreiche PMs
[doc]
Fortlaufendes Protokoll
[xlsm]
Meetings effizient durchführen
[doc]
Meetings moderieren
[doc]
Motivations-Tipps
[doc]
Telefongespräche vorbereiten
[doc]
Zeitmanagementprofil
[doc]

Produktstrategie

Blue Ocean Strategie / ERSK-Quadrat
[ppt] [xls] [ppt] [xls]
Blue Ocean Strategie / Nutzenkurve
[ppt] [xls] [ppt] [xls]
Markt-Produkt-Technologie-Roadmap
[ppt] [xls] [ppt] [xls]
Produkt-Roadmap
[doc] [ppt] [xls] [doc] [ppt] [xls]
Produktstrategie
[doc] [ppt]
Produktstrategien bewerten
[xls] [xls]

Portfolioanalyse

Marktanteil-Marktwachstum-Portfolio
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Marktattraktivität-Wettbewerbsstärke-Portfolio
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Marktattraktivität-Wettbewerbsstärke-Portfolio über Jahre
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Produkt- / Marktanalyse

Feature-Spiegel
[doc] [xls] [doc] [xls]
Feature-Spiegel mit Bewertung
[xls] [xls]
Feature-Spiegel mit Gewichtung + Bewertung
[xls] [xls]
Leistungsdatenmatrix
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Marktanalyse: produktbezogen
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Marktsegmentierungs-Kriterien
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Marktsegment-Potenzialanalyse
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SWOT-Analyse
[ppt] [xls]

Wettbewerberanalyse

Five Forces
[ppt] [xls] [ppt] [xls]
Wettbewerberanalyse: Eigene Professionalität
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Wettbewerber-Dienstleistungen-Matrix
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Wettbewerber-Produkte-Matrix
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Wettbewerbersteckbriefe
[xls]

Umfeldanalyse

Strategische Umfeld-Trends
[ppt] [ppt]

Produktcontrolling

ABC-Produkt-Analyse
[xls] [xls]
Controlling-Aufgaben im PM
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Lost-Order-Analyse
[doc]
Win-Order-Analyse
[doc]

Klicken Sie zum Öffnen der Templates auf den gewünschten Datei-Typen:
doc | ppt | xls | xlsm

[Beispiel]
[Checkliste]
[Vorlage]

MSC-Praxistoolbox - das Profi-Werkzeug für Produktmanager

Product Life Cycle

Produktideen

Produkt-
definition

Produkt-
entwicklung

Markteinführung

Produkt-
pflege

Outphasing

Produktideen

635-Methode
[doc]
Ideenfindungsworkshop
[doc]
Morphologischer Kasten
[doc] [xls] [doc] [xls]
Produktideen-Schnell-
bewertung
[xls] [xls]

Produkt- anforderungen

Anforderungen erfassen
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Produktanforderungen
bewerten
[xls] [xls]
Telefonleitfaden Nutzer-
befragung
[doc]

Produktdefinition

Anforderungsprofil (LH)
[doc] [ppt] [xls]
Business Case
[doc] [ppt]
Lead User-Methode
[xls]
QFD-Methode
[xls] [xls]
Zuschlagskalkulation
[xls]

Produktentwicklung

Arbeitspaket-Beschreibung
[xls]
FMEA
[xls] [xls]
Projekte: Erfolgsfaktoren
[doc] [ppt] [xls]
Projektliste mit Status
[xls]
Risikomanagement-Journal
[xls]
Stakeholder-Analyse
[xls]
Technische Lösungen
bewerten
[xls]

Strategie + Planung

Betatest-Masterplan
[xls]
Gantt-Diagramm
Markteinführung
[xlsm]
Maßnahmenplanung
in Monaten
[xls]
Maßnahmenplanung
in Wochen
[xls]
Maßnahmenplanung-
Kurzversion
[doc] [ppt] [xls]
Markteinführungs-Strategie
[doc] [ppt]

Positionierung + Argumentation

Argumentengenerator
[doc] [ppt] [doc] [ppt]
Einwandentkräftung
3E-Analyse
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Nutzenargumentations-
technik EVN
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Produktpositionierung
[xls] [xls]

Marketing + Kommunikation

Messeverkaufsgespräch
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Presseinformation
[doc]
Pressemitteilungen:
Übersicht
[xls]
Produktbooklet: Inhalte
[doc]
Produktkommunikations-
konzept
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Produkt-Launch-Package
[doc]
Prospektanalyse
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Prospekterstellung: Briefing
[doc] [ppt]

Schulungen

Produkt Sales Story:
5-Satz-Technik
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Produktschulung für
Händler
[ppt] [doc]
Produktschulung für
Vertriebsmitarbeiter
[ppt] [doc]

Produktpflege

FAQ-Liste
[xls]
Kundenproblem-Analyse
[doc]
Produkt-Änderungs-
mitteilung
[doc]
Stärken-Schwächen-
Analyse
[doc] [ppt] [doc] [ppt]

Outphasing

Outphasing-Aktivitäten
[doc]
Produkt-Abkündigungs-
mitteilung
[doc]

MSC-Praxistoolbox - for Product Manager

PM Success factors

Strategy

Analysis

Product Life Cycle

PM Success factors

Portfolio + Product strategy

Market + Competition

Success controlling

Tasks + Profile

Main PM tasks
[doc]
PM competence profile
[doc]
PM job description
[doc]

Self-organizing + development

10 tips for PM success
[doc]
Carry out meetings efficiently
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Moderation at meetings
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Motifying tips
[doc]
On-going record
[xlsm]
Telephone call preparation
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Time management profile
[doc]

Product strategy

Blue Ocean strategy / ERRC-Square
[ppt] [xls] [ppt] [xls]
Blue Ocean strategy / Value Curve
[ppt] [xls] [ppt] [xls]
Market-Product-Technology-Roadmap
[ppt] [xls] [ppt] [xls]
Product-Roadmap
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Product strategy structure
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Rate product strategies
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Portfolio analysis

Market attractiveness - Competitive strengths portfolio
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Market attractiveness - Competitive strengths portfolio over years
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Market share - Market growth portfolio
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Product / Market analysis

Feature mirror
[doc] [xls] [doc] [xls]
Feature mirror with evaluation
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Feature mirror with quantifier + evaluation
[xls] [xls]
Product-related market analysis
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Market segmentation criteria
[doc]
Market segment-potential analysis
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Performance data matrix
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SWOT-Analysis
[ppt] [xls]

Competitor analysis

Competitor analysis: Own professionalism
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Competitor-services matrix
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Competitor-product matrix
[doc]
Competitor profiles
[xls]
Five forces
[ppt] [xls] [ppt] [xls]

Environment analysis

Strategic environment trends
[ppt] [ppt]

Product controlling

ABC product analysis
[xls] [xls]
Lost order analysis
[doc]
PM controlling tasks
[doc]
Win order analysis
[doc]

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[Checklist]
[Example]
[Master sheet]

MSC-Praxistoolbox - for Product Manager

Product Life Cycle

Product ideas

Product definition

Product development

Product launch

Product care

Out-phasing

Product ideas

635-Method
[doc]
Idea finding workshop
[doc]
Morphological box
[doc] [xls] [doc] [xls]
Quick evaluation of product ideas
[xls] [xls]

Product requirements

Evaluate product requirements
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List of requirements
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Telephoning guidelines:
User survey
[doc]

Product definition

Business case
[doc] [ppt]
Lead user method
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Market requirement specification
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Overhead calculation
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QFD-Method
[xls] [xls]

Product development

Evaluate technical solutions
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FMEA
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Project list with status
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Project success factors
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Risk management journal
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Stakeholder analysis
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Work package description
[xls]

Strategy + Planning

Betatest masterplan
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Gantt-diagram for product launch
[xlsm]
Measures planning brief version
[doc] [ppt] [xls]
Measures planning in months
[xls]
Measures planning in weeks
[xls]
Product launch strategy
[doc] [ppt]

Positioning + Argumentation

Argument generator
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Benefit argumentation technique FAB
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Countering objections
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Product positioning
[xls] [xls]

Marketing + Communication

Brochure analysis
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Brochure creation: Briefing
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Fair sales pitch
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Press releases
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Press releases: Survey
[xls]
Product booklet contents
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Product communication concept
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Product launch package
[doc]

Training

5-step product sales pitch
[doc] [ppt] [doc] [ppt]
Product training for dealers
[ppt] [doc]
Product training for sales personnel
[ppt] [doc]

Product care

Customer problem analysis
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FAQ-List
[xls]
Notation of product modification
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Strengths-Weaknesses analysis
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Outphasing

Out-phasing activities
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Product phasing out notification
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