

MSC-PRAXISTOOLBOX FÜR PROFESSIONELLES PRODUKTMANAGEMENT

Erfolgsfaktoren

Strategie

Analyse

Version 5.0

Erfolgsfaktoren im Produktmanagement

Portfolio- + Produktstrategie

Markt + Wettbewerb

Erfolgskontrolle

Product Life Cycle

Aufgaben + Profil

Hauptaufgaben des PMs

[docx]

Kompetenzprofil PM

[docx]

Stellenbeschreibung PM

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Selbstorganisation + Weiterentwicklung

5-Value-Check

Maßnahmen priorisieren

[xlsx] [xlsx]

10 Tipps für erfolgreiche PMs

[docx]

Fortlaufendes Protokoll

[xslm]

Meetings effizient durchführen

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Meetings moderieren

[docx]

Motivations-Tipps

[docx]

Telefongespräche vorbereiten

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Zeitmanagementprofil

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Produktstrategie

Blue Ocean Strategie / ERSK-Quadrat

[pptx] [xlsx] [pptx] [xlsx]

Blue Ocean Strategie / Nutzenkurve

[pptx] [xlsx] [pptx] [xlsx]

Markt-Produkt-Technologie-Roadmap

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Produkt-Roadmap

[docx] [pptx] [xlsx] [docx] [pptx] [xlsx]

Produktstrategie

[docx] [pptx]

Produktstrategien bewerten

[xlsx] [xlsx]

Portfolioanalyse

Marktanteil-Marktwachstum-

Portfolio

[xslm] [xslm]

Marktattraktivität-Wettbewerbs-

stärke-Portfolio

[xslm] [xslm]

Marktattraktivität-Wettbewerbs-

stärke-Portfolio über Jahre

[xslm] [xslm]

Umfeldanalyse

Strategische Umfeld-Trends

Regionen / Länder

[pptx] [pptx]

Strategische Umfeld-Trends

Produkte

[pptx] [pptx]

Produkt- / Marktanalyse

Feature-Spiegel

[docx] [xlsx] [docx] [xlsx]

Feature-Spiegel mit Bewertung

[xlsx] [xlsx]

Feature-Spiegel mit Gewichtung +

Bewertung

[xslm] [xslm]

Leistungsdatenmatrix

[docx] [xlsx] [docx] [xlsx]

Marktanalyse: produktbezogen

[docx] [pptx]

Marktsegmentierungs-Kriterien

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Marktsegment-Potenzialanalyse

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SWOT-Analyse

[pptx] [xlsx]

Wettbewerberanalyse

Five Forces

[pptx] [xlsx] [pptx] [xlsx]

Wettbewerberanalyse:

Eigene Professionalität

[xlsx]

Wettbewerber-Dienstleistungen-

Matrix

[docx]

Wettbewerber-Produkte-Matrix

[docx]

Wettbewerbersteckbriefe

[xlsx]

Produktcontrolling

ABC-Produkt-Analyse

[xlsx] [xlsx]

Controlling-Aufgaben im PM

[docx]

Lost-Order-Analyse

[docx]

Win-Order-Analyse

[docx]

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auf den gewünschten
Datei-Typen:
docx | pptx | xlsx | xslm

[Beispiel]
[Checkliste]
[Vorlage]

MSC-PRAXISTOOLBOX FÜR PROFESSIONELLES PRODUKTMANAGEMENT

Product Life Cycle

Produktideen

Produktdefinition

Produktentwicklung

Markteinführung

Produktpflege

Outphasing

Produktideen

635-Methode
[docx]
Ideenfindungsworkshop
[docx]
Morphologischer Kasten
[docx] [xlsx] [docx] [xlsx]

Priorisierung

Produktideen-Schnellbewertung
[xlsx] [xlsx]
Produktentwicklungen priorisieren
[xlsm] [xlsm]

Produktanforderungen

Anforderungen erfassen
[xlsx] [xlsx]
Produktanforderungen bewerten
[xlsx] [xlsx]
Telefonleitfaden Nutzerbefragung
[docx]

Produktdefinition

Anforderungsprofil (LH)
[docx] [pptx] [xlsx]
Business Case – Gliederung
[docx] [pptx]
Business Case – Wirtschaftlichkeitsberechnung
[xlsm] [xlsm]
Kundenbefragung (Kano)
[pptx]
Lead User-Methode
[xlsx]
QFD-Methode
[xlsx] [xlsx]
Zuschlagskalkulation
[xlsx]

Produktentwicklung

Arbeitspaket-Beschreibung
[xlsx]
FMEA
[xlsx] [xlsx]
Projekte: Erfolgsfaktoren
[docx] [pptx] [xlsx]
Projektliste mit Status
[xlsx]
Risikomanagement-Journal
[xlsx]
Stakeholder-Analyse
[xlsx]
Technische Lösungsalternativen bewerten
[xlsx]

Strategie + Planung

Betatest-Masterplan
[xlsx]
Gantt-Diagramm Markteinführung
[xlsx]
Maßnahmenplanung in Monaten
[xlsx]
Maßnahmenplanung in Wochen
[xlsx]
Markteinführungs-Strategie
[docx] [pptx]

Positionierung + Argumentation

Argumentengenerator
[docx] [pptx] [docx] [pptx]
Einwandentkräftung
3E-Analyse
[docx] [pptx] [xlsx] [docx] [pptx] [xlsx]
Nutzenargumentationstechnik EVN
[docx] [pptx] [docx] [pptx]
Produktpositionierung
[xlsx] [xlsx]

Marketing + Kommunikation

Messeverkaufsgespräch
[docx]
Produktbooklet: Inhalte
[docx]
Produktkommunikationskonzept
[docx] [pptx]
Produkt-Launch-Package
[docx]
Prospektanalyse
[docx] [pptx]
Prospekterstellung: Briefing
[docx] [pptx]

Schulungen

Produkt Sales Story: 5-Satz-Technik
[docx] [pptx] [docx] [pptx]
Produktschulung für Händler
[pptx] [docx]
Produktschulung für Vertriebsmitarbeiter
[pptx] [docx]

Produktpflege

FAQ-Liste
[xlsx]
Kundenproblem-Analyse
[docx]
Produkt-Änderungsmitteilung
[docx]
Stärken-Schwächen-Analyse
[docx] [pptx] [docx] [pptx]

Outphasing

Outphasing-Aktivitäten
[docx]
Produkt-Abkündigungsmitteilung
[docx]

MSC-PRAXISTOOLBOX FOR PROFESSIONAL PRODUCTMANAGEMENT

PM Success factors

Strategy

Analysis

Version 5.0

PM Success factors

Portfolio + Product strategy

Market + Competition

Success controlling

Product Life Cycle

Tasks + Profile

Main PM tasks

[docx]

PM competence profile

[docx]

PM job description

[docx]

Self-organizing + development

5-Value-Check – Prioritising measures in product management

[xlsx] [xlsx]

10 tips for PM success

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Carry out meetings efficiently

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Moderation at meetings

[docx]

Motifying tips

[docx]

On-going record

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Telephone call preparation

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Time management profile

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Product strategy

Blue Ocean strategy / ERRC-Square

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Blue Ocean strategy / Value Curve

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Market-Product-Technology-Roadmap

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Product-Roadmap

[docx] [pptx] [xlsx] [docx] [pptx] [xlsx]

Product strategy

[docx] [pptx]

Rate product strategies

[xlsx] [xlsx]

Portfolio analysis

Market attractiveness - Competitive strengths portfolio

[xlsm] [xlsm]

Market attractiveness - Competitive strengths portfolio over years

[xlsm] [xlsm]

Market share - Market growth portfolio

[xlsm] [xlsm]

Environment analysis

Strategic environment trends / products

[pptx] [pptx]

Strategic environment trends / regions / countries

[pptx] [pptx]

Product / Market analysis

Feature mirror

[docx] [xlsx] [docx] [xlsx]

Feature mirror with evaluation

[xlsx] [xlsx]

Feature mirror with quantifier + evaluation

[xlsm] [xlsm]

Product-related market analysis

[docx] [pptx]

Market segmentation criteria

[docx]

Market segment-potential analysis

[docx] [pptx] [xlsx] [docx] [pptx] [xlsx]

Performance data matrix

[docx] [xlsx] [docx] [xlsx]

SWOT-Analysis

[pptx] [xlsx]

Competitor analysis

Competitor analysis:

Own professionalism

[xlsx]

Competitor - product matrix

[docx]

Competitor - services matrix

[docx]

Competitor profiles

[xlsx]

Five forces

[pptx] [xlsx] [pptx] [xlsx]

Product controlling

ABC product analysis

[xlsx] [xlsx]

Lost order analysis

[docx]

PM controlling tasks

[docx]

Win order analysis

[docx]

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[Checklist]

[Example]

[Master sheet]

MSC-PRAXISTOOLBOX FOR PROFESSIONAL PRODUCTMANAGEMENT

Product Life Cycle

Product ideas

Product definition

Product development

Product launch

Product care

Out-phasing

Product ideas

Product definition

Product development

Strategy + Planning

Marketing + Communication

Product care

Outphasing

635-Method
[docx]
Idea finding workshop
[docx]
Morphological box
[docx] [xlsx] [docx] [xlsx]

Prioritization

Quick evaluation of product ideas
[xlsx] [xlsx]
Prioritize product development
[xism] [xism]

Product requirements

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

Business case - structure
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Economics Business case
[xism] [xism]
Customer survey (Kano)
[pptx]
Lead user method
[xlsx]
Market requirement specification
[docx] [pptx] [xlsx]
Overhead calculation
[xlsx]
QFD-Method
[xlsx] [xlsx]

Evaluate technical solutions
[xlsx]
FMEA
[xlsx] [xlsx]
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
[xlsx]

Betatest masterplan
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Gantt-diagram for product launch
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Measures planning in months
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Measures planning in weeks
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Product launch strategy
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Positioning + Argumentation

Argument generator
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Benefit argumentation technique FAB
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Countering objections
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[docx] [pptx] [xlsx]
Product positioning
[xlsx] [xlsx]

Brochure analysis
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Brochure creation: Briefing
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Fair sales pitch
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Product booklet contents
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Product communication concept
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Product launch package
[docx]

Training

5-step product sales pitch
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Product training for dealers
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Product training for sales personnel
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Customer problem analysis
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FAQ-List
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Notation of product modification
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Strengths-Weaknesses analysis
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Out-phasing activities
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Product phasing out notification
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