

# 3 Day On-Site Class

## Software Product Management Essentials

*Especially designed for small and mid-sized companies*

Offered by:

*Alyssa S. Dver*

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Author of the book “Software Product Management Essentials”

BusinessWeek special technology sections contributor

Chief Marketing Officer for SEDONA Corporation

In an economy that seeks efficiency and an ability to directly impact a business, good product management is one of the most sought after skills in the market today. Found in every software company, the Product Manager (PM) is responsible for overall product plans and delivery. The Product Manager is often referred to as the product champion or evangelist and as such, they are looked upon as the authority for the product and are consulted on all product decisions.

Managing software is very different than managing other products. In addition to the usual complexity of software itself, software products have many releases and versions that cause the PM to always be in a planning, innovative mode while simultaneously handling all operational aspects of the product delivery. Software also presents unique challenges when selling and marketing it to consumers or other businesses.

This course is a very hands-on perspective of the various responsibilities and considerations of the product management role. The class is customized for your specific needs and product(s). It is taught at your company site via interactive lecture style and uses a number of workshops and role plays. Participants will leave with numerous tools and concrete information to help them better perform product management tasks and appreciate the overall product delivery process.

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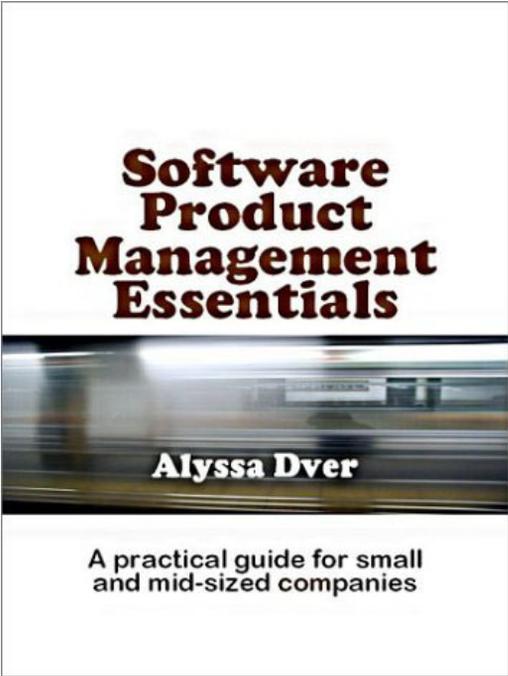
### Topics include:

- ✓ A Product Manager’s Responsibilities
- ✓ Software Development Processes
- ✓ The Product Requirements Process
- ✓ The Product Delivery Process
- ✓ Alpha and Beta Testing
- ✓ Launching and Marketing Software Products
- ✓ Media Training for Product Managers
- ✓ Pricing and Licensing Software
- ✓ Addressing International Markets

***Fee = \$7500***

Taught at your company site in a standard conference room, projection required  
3- days, 9 am - 5 pm with a 1 hour lunch break and two 30 minute breaks each day  
10 student limit

Fee includes: instructor time and local travel expense, 10 bounded copies of all slides and recommended readings, and 10 copies of the book, "Software Product Management Essentials"



**Software  
Product  
Management  
Essentials**

**Alyssa Dver**

**A practical guide for small  
and mid-sized companies**

**Endorsed by:**

*Assoc. of International Product Marketing & Mgmt. (AIPMM)*

*The Boston Product Management Association (BPMA)*

*The Silicon Valley Product Management Assoc. (SVPMA)*

*The Marketing Roundtable*

*The NY/NJ Chapter of the Product Development &  
Management Association (PDMA)*

*The Washington DC Chapter of PDMA*

*The Product Management Challenges Newsletter*

*The Jewish Technology Business Network*

*The Localization Industry Standards Association (LISA)*

*The Association for Women in Technology (AWC)*

*Pragmatic Marketing*

*Sequent Learning Networks*

*ZigZag Marketing*

*SoftwareCEO*

*SoftwareMinds*

*Bentley College*

***Software Product Management Essentials*** may be ordered on Amazon.com,  
Barnes&Noble.com or via the publisher, Anclote.com.

**“Product Management professionals spend many years refining their craft and sharpening the tools of their trade. *Software Product Management Essentials*’ emphasis on the importance of understanding key processes and the use of practical tools provides an essential head start for the on-time delivery of quality software products.”**

*Michael J. Salerno*

*President*

*Boston Product Management Association (BPMA)*

*www.bostonproducts.org*

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**For more information on the book or course offering, please contact  
Alyssa Dver at 508.881.5664 or [alyssadver@comcast.net](mailto:alyssadver@comcast.net)**