



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Product Management and Go to Market Planning

3 day course

Classroom, online or in-house

Course overview

A product manager is accountable for an outcome while holding authority over almost nothing, and the job is largely deciding what not to build and persuading people who do not report to them. This course builds that capability. Delegates work through discovering what customers actually need as distinct from what they request, and the evidence that separates the two. Defining a product and writing requirements that a team can build from follows. Prioritisation is treated as the central skill, including saying no with a reason. Pricing and packaging decisions are covered. Launch planning is addressed end to end: readiness across sales, support and operations, and the launch that fails because one of them was not ready. Measuring adoption and deciding whether to continue, change or withdraw follows. The course closes on the roadmap as a communication tool and on managing stakeholders without authority.

What you will learn

- Separate what customers need from what they request
- Write requirements a team can build from
- Prioritise ruthlessly and say no with a reason
- Decide pricing and packaging for a product
- Plan a launch with sales, support and operations ready
- Measure adoption and decide to continue, change or withdraw
- Use a roadmap to communicate and manage stakeholders without authority

Who should attend

- Product managers and product owners
- Marketing managers responsible for a product line
- Business analysts moving into product roles
- Commercial managers launching new offerings
- Founders and business owners defining a product

Course outline

- 01 Accountable without authority
- 02 Needs against requests
- 03 Defining a product and writing requirements
- 04 Prioritisation and saying no
- 05 Pricing and packaging
- 06 Launch readiness across functions
- 07 Measuring adoption after launch
- 08 Roadmaps, withdrawal decisions and stakeholders

Upcoming dates



Dates	Venue	Format	Fee per delegate
11 to 13 November 2026	Harare, Zimbabwe	Classroom	USD 995
14 to 16 December 2026	Online	Online	R6,500
15 to 17 February 2027	Lusaka, Zambia	Classroom	USD 995
22 to 24 February 2027	Johannesburg, South Africa	Classroom	R14,950

Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriScience.co.za, or WhatsApp us on **+27 63 479 1136**.

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