

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/4259](http://www.amanet.org/4259)

# Planning and Developing New Products

**When it comes to new product development, it can be a long haul from concept to profitability.**

Here's where you'll learn methods to get maximum mileage from market research, strategies for breakthrough ideas and tactics for innovative and new product development.

## How You Will Benefit

- Understand the eight critical keys to success
- Define objectives and strategies for your new product development program
- Analyze from a financial perspective
- Bring innovation to market quickly using new product development insights
- Effectively handle product testing and launch issues
- Use market research to identify profitable new markets
- Successfully manage your team

## What You Will Cover

- How to generate ideas for new products
- Surveying your competition
- Determining if new products are in line with overall corporate strategy and with your current portfolio
- Conducting small-scale tests to eliminate unprofitable ideas
- Techniques of market testing
- Developing a market-driven business plan
- The team approach to managing new products
- Managing the product life cycle: the launching process...evaluating market performance results

## Who Should Attend

Professionals with six months to five years of new product development experience, managers of new product planning and development, corporate planners, R&D directors and managers, project managers and directors, and specialists in new product design, product managers, marketing vice presidents, directors and managers.

**Note: Attendees should have two years of marketing experience.**

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