Screen 1: [Dr. Michele Costanza] For guided practice with feedback in this practical exercise number one, you will look at the case study, The Problem With Product Four.

Screen 2: Audra is a recently promoted program manager for a product development team.

Screen 3: Audra's team works on a series of four products.

Screen 4: One of the products, product four, is not able to meet the company's sales goal. Product four is usually the last in a series of three products to sell, and it hasn't met with the same consumer enthusiasm as the other three products.

Screen 5: Audra now spends the majority of her time at work trying to solve the problem with product four.

Feedback and Quiz:

Audra could have spent more time effectively if she would have followed Crude Rule of Thumb #1, and instead focused more on which of the following?

A. Complain to the technical team to fix the issues with Product 4.

B. Ask the sales team for the latest sales figures and metrics on a daily basis to track Product 4.

C. Monitor her team more closely so she knows who is having a difficult time with Product 4.

D. Ask, "What do our customers value most about Product 4?" Focus on areas of opportunity.

Answer: Letter D, Ask, "What do our customers value most about Product 4?" Focus on areas of opportunity.

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