

Product Management Training and Consulting Services for Financial Services Companies

Financial Services

Product Management is no longer a luxury. It's a necessity.

With the lingering hangover from the credit crisis, increasing regulatory and security requirements, the impact of global financial markets, and more demanding customers as the backdrop, financial services organizations must find new ways to grow without incurring significant risk. Something they can ill afford to do in today's economy.

Customers want the ultimate in convenience but expect top-notch security - a tough balancing act. Financial service organizations want to differentiate so they can sell more products and services to existing customers to improve margins, but the visible dysfunction of multiple operating units gives those customers reasons to take their business elsewhere.

There's no magic dust to address these challenges, which is why the functions of product management and product marketing are fundamental to the growth strategy of financial services organizations. The "same-old, same-old" is no longer good enough.

ZIGZAG Marketing's framework, training programs and consulting services have a single goal: to help you grow revenue and market share by aligning your core competencies with the most lucrative markets to deliver high-impact solutions that set you apart from the competition. To that end, we give you a systematic and repeatable approach that helps you:

- plan and deliver new products
- create solutions by integrating, packaging and positioning existing and new products
- excel at managing, marketing and selling the products and services you have

See a sampling of our financial services clients .

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