

SSM 06 – SALES AND MARKETING SKILLS

INTRODUCTION

This course aims to add value to the senior managers by developing the principles of competitive advantage and strategy development with a focus on practical issues with discussions and illustrations of how these principles work in practice. Course participants will be able to:

- Develop the principles of competitive advantage and strategy development in a comprehensive but comprehensible way, so that the senior manager and marketer can relate the program to what he does, and the novice will understand the concepts of the strategy development process
- Relate the principles to the practice of seminar participants, helping them to identify opportunities to add further value to their role by developing a strategy for competitive advantage
- Develop a greater focus on the importance of strategic planning and the quality of planning in a marketing oriented company
- Build a greater understanding of the interplay between the strategic planning, implementation and company performance.
- Explore generic competitive strategies and methods of analyzing competitors' intentions, differential advantages, strengths, and weaknesses.
- Identify strategic options that may lead to new opportunities
- Examine some successful marketing strategies and real-world case studies
- Understand the various approaches to marketing segmentation, targeting, and positioning for competitive advantage.
- Use analytical methods in consumer measurement. Understand the pros and cons of various techniques and when to use them
- Apply analytical approaches to pricing
- Use data-driven marketing to develop new business opportunities, to build customer equity and long-term value, and to manage contacts with customers.

WHO SHOULD ATTEND?

This seminar will provide a comprehensive introduction to facets of strategy planning and developing competitive advantage that practicing managers should understand in order to compete in a dynamic market. It will add value to Managers and Team Leaders who have a responsibility for customer service, planning, marketing and company performance or marketers, and who want a broad introduction and understanding of the subject.

COURSE CONTENTS

Session 1 - Building the Market-Centric Organization

- Drivers of value creation
- Revitalization process
- Growing existing markets
- Inventing new markets
- Aligning capabilities to market requirements

Strategic Market Planning Process

- Steps in the planning process
- Role of analysis and creativity
- Ten key planning tools
- Leveraging the critical insight process

Strategic Role of Marketing Research

- Leverage of multiple listening posts
- Decision-making research process
- Building market knowledge assets

Session 2 - Marketing principles that relate to strategy

- Marketing mix and product life cycle
- Product positioning
- Product distribution
- Sales promotion strategies
- Global marketing
- Pricing strategy and costing
- Implementing a strategy through the sales team or distributors
- Market research in market planning
- Sales forecasting

Market Segmentation

- Market evolution hierarchy
- Ten steps in the segmentation process
- Needs-based vs. descriptor-based segmentation
- Traps in developing effective segmentation

Building a Market-Based Competitive Advantage

- Differential advantage dynamics
- Cost-based and value-based strategies
- Fact-based decision-making
- Competing in a commodity business

Building the Value Proposition

- Customer-based positioning
- Steps in the value proposition formulation
- Point-of-difference analysis

Session 3 - Role of the Customer in Value Creation

- Focusing on customers
- The goals of customer orientation
- Challenges, roadblocks, and solutions

Customer Satisfaction Management

- The strategic role of customer satisfaction
- Market-driven quality
- Organizational priority setting

Developing Excellent Customer Relations & Identifying Areas for Improvement

- The meaning of customer relations
- How everyone can have an impact on customer relations
- What does the customer really want
- Group activity to identify customer needs
- Identifying areas for improving customer relations