



SECTION 1

"Value-CONNECT" Marketing Programmes that Focus on Enhancing Customer Intimacy:

- o The Principles of Marketing Programme.
- o The Customer Insight and Relationship Programme.
- o The Customer Value-Driven Marketing Programme (known as Operational Value Based Marketing).
- o The Strategic Marketing Programme.

THE PRINCIPLES OF MARKETING PROGRAMME

What Is It All About ?

Marketing is a fundamental part of every business's survival in the market. There is no doubt that in order for organisations to be profitable they must have healthy and vigorous marketing processes in place, which must be consistently followed.

After all, marketing involves a range of processes concerned with finding out what consumers want, and then providing it for them. A very useful definition of marketing that proves the latter is “the anticipation of customer’s needs and requirements so as to be able to meet them, make a profit or other key organisational objectives”.

Why Is It Important ?

The principles of marketing programme, is an essential part of developing and building marketing talents for any organisation. One may say that this lies on the fact that this programme will fully enhance the general skills of new marketers in the way the company produces, distributes and promotes its products / services and reaches its target customers. It also promotes product awareness to the public; boosting sales while at the same time building the company's reputation, not only locally, but worldwide. In order to enhance connection with your customers' values, it is essential for marketers to plan ahead on what it is that they do better than their competitors and what they can really offer customers that is superior to competitors' offerings. This then highlights the importance of the principles of marketing, as your goal will be to pass this message to the people.



Who Should Attend ?

This programme is designed for managers who would be starting their own career in marketing and who would like to learn the role of marketing in terms of business growth and driving customer satisfaction. Managers in various areas of the organisation who may deal with marketing tasks and / or customers may also benefit from this programme.

Duration Of This Programme Suite

This is a 5 day programme and it is available only as an in-company, customised solution. Therefore, we will be available to discuss your requirements beforehand and will then customise the workshop accordingly.







How We Do It

What Is In It For You ?

This programme of marketing principles is designed for anyone who would like to pursue a marketing career or for those who are new to the marketing function. Participants will be able to understand the meaning of the term marketing and all the key concepts surrounding the term.

One may say that this will help managers better familiarise themselves with the fundamentals of marketing, taking them on a journey back in time, with crucial concepts and terms that they may not be familiar with, or they rarely consider or use, that can apply in their everyday marketing activities. Throughout the programme they will gain a number of useful insights such as:

-  Understand the key concepts of marketing. This will enable you to familiarise yourself with vital terms such as customer needs and understand the relationships that you should build with your customers and why.
-  Understand how to plan your marketing strategy in order to be able to adapt to the opportunities you may encounter. Also this will help marketing managers to better understand their customers' needs and to evaluate their company's position in the market accordingly.
-  Familiarise yourself with market segmentation and customer targeting best practices.
-  Exploit a number of marketing actions and tactics to be implemented during your daily activities.

Module 1:

Understanding Marketing in the New Context of Evolving Customers:

What is marketing?

And how does it differ from sales?

Key differences between marketing and other business functions.

Understanding the key concepts related to marketing.

- o Customer needs and different types of needs.
- o Demand management.
- o Understanding the dynamics of customer relations.

Marketing planning process in business context. Steps and process of your marketing plan.

Module 2:

Marketing Planning in Strategic Context: The External Factors:

Segmentation and targeting process in a given market.

Assessing and evaluating your market segment opportunities and the associated challenges.

Analysing and mapping your competition and concluding the key competition learning chart.

Mapping and understanding the interrelationship among key stakeholders in a given market segment.

Understanding the untapped customer needs and market segment.

Validating your analysis:
key opportunities and challenges.

Module 3:

Marketing Planning Internal Perspective: What attracts customers to you?

Evaluating your internal offering and proposition:

- o Current products and offering.
- o Current product strategy and value proposition.
- o Current level of customer satisfaction.

Evaluating your company's resources:

- o Field Force sizing, structuring and alignment.
- o Current marketing practice.
- o Other functions assessment.

Validating your analysis:
key strengths and weaknesses.

Module 4:

Quantified S.W.O.T and Value Proposition: Concluding your internal & external analysis.

Matching your internal strengths with the market / segment needs and attractiveness.

Mapping your results into a quantified SWOT.

Culmination of strategic options and assessing the best Strategic Framework Agreement.

Module 5:

Strategic Options and Choosing your Strategy:

Successful strategy formula: the offer, the target segment, the value proposition and the way to reach it.

Positioning and target segments defined.

Making a decision on your chosen target group.

Making a decision on the proposition in the defined target group.

Defining and determining the key success factors from the mapping of QSWOT.

Module 6:

Developing and Executing your Marketing Actions and Tactics:

Various types of marketing tools to reach your target customers (Marketing communications).

Direct and indirect promotion (advertising, public relations and sales promotion).

Product message effectiveness: Criteria of successful and effective messages to your target audience.

The motivation of sales force to enhance the implementation efforts.

Putting everything together.

THE CUSTOMER INSIGHT AND RELATIONSHIP PROGRAMME

What Is Customer Insight And Intelligence ?

Customer insight has been defined as a “deep truth about the customers, based on their behaviours, practices, beliefs and needs that is relevant to the task or issue and rings bells with target people”. It's a multi-dimensional view of customers, derived from a strategic analysis of a variety of qualitative and quantitative data and information that local authorities collect about their customers, such as: demographic data, surveys and consultation, actual operational data, front line staff feedback, formal and informal correspondence and customer feedback. Therefore, one may say that customer insight suggests that its main purpose is to understand why the consumers care for the brand as well as their underlying mind-sets, motivation and generally anything that may influence their attitude and actions.



Why Is Customer Insight Important ?

Understanding what matters to customers as well as what drives their behaviour is crucial to creating competitive advantage for organisations. It is important as it may transform assumptions and hunches into validated understandings of customer behaviour. One may say therefore that with good customer insight, product managers and marketers can articulate customer problems, needs and wants better than the customers themselves. It is also very important as it helps managers understand their customer needs in order to develop and offer better products, achieve customer loyalty, facilitate future innovation, differentiate on factors that are relevant and compelling and finally reinforce the managers value proposition and brand. All these help to maximise the value of all stakeholders.

Who Should Attend ?

This programme is designed for managers in the commercial division, market research, marketing, product and / or service managers! The programme is also suitable for managers from across other functions like IT, technical, and many others that wish to foster a customer centred environment and culture within the organisation.

Duration Of This Programme Suite

This is a 3 day programme and it is available only as an in-company, customised solution. Therefore, we will be available to discuss your requirements beforehand and will then customise the workshop accordingly.









How We Do It

What Is In It For You ?

Participants will have a first class opportunity to experience how to gain valuable customer insight through different business systems and especially through the CRM.

They will have the opportunity to become more familiar with customer buying behaviours and how these affect the value perception of the customer. Furthermore, managers will live the whole experience of CRM analysis; how this can help them build value for the organisation if implemented accordingly and they will be able to develop an integrated approach to implement CRM in their organisation.

By attending this programme participants will learn the following:

-  What is Customer Relationship Management all about? Why is it important in nowadays changing business environment?
-  The various business systems and how it impacts the customers loyalty, how to develop a customer-minded culture in your workforce and organisation system.
-  The 5 steps and processes to develop an integrated CRM system.
-  Role of market research in enhancing your understanding and insight on customer voice.
-  Understanding of the customers your organisation serves and CRM.
-  Enhancing customer loyalty and relationship and its impact on profitability.

Module 1: Understanding the Concept of the Customer-Relationship: What CRM is really about?

Understand why CRM is so important in today's business environment.

CRM is not only a technology - based solution - it's far beyond this.

Module 2: Understanding the Various Business Systems: Various types of business systems.

Selling business system, finance business system, manufacturing business system & marketing business system.

Value driven business system - what is it all about?

Understanding customer needs and "perception of benefits".

Where CRM stands in comparison to the value-driven business system.

Customer buying behaviours and how they affect value-perception.

Module 3: Steps and Process to Develop a CRM: Understand your customers and segments.

Commit to the selected target customers / segments.

Strive to differentiate your offer and create customers / segments value.

Continuously obtain customers / segments feedback.

Continuously monitor, measure and improve customers / segments satisfaction.

Module 4: Understanding Customers your Organisation Serves and CRM: Understanding your customers and customers' needs.

Define, understand and assess the various segments / customers.

Selection of the target segment/s.

CRM and mapping the value of your customers / segments.

Value mapping.
Application: value gap analysis VGA.

Crossing the chasm and managing PLC and S-curve.

Module 5: Enhancing Customer Loyalty and Relationship: Understanding and determining the customer lifetime value.

The concept of customer loyalty ladder explained.

Enhance customer relationships and loyalty for greater profitability.

Achieve competitive differentiation by delivering greater customer value than your competitors.

Learn how to transform customer information into business direction.

Module 6: Implementing an Integrated CRM Approach: Build and develop a customer culture.

Inject the focus on customers within the workforce.

Develop an integrated approach for implementing CRM in your organisation.

CRM and its impact on the KPIs of the organisation.

Spot, track and improve customer relationship in your organisation.

THE CUSTOMER VALUE-DRIVEN MARKETING PROGRAMME (KNOWN AS VALUE-BASED MARKETING)

What Is Customer Intimacy In Marketing ?

In this information era, where customers and end users have growing demands, it's not enough to simply promise customer satisfaction or even to measure it. To succeed in today's fiercely competitive, consumer-driven economy, every company must actively embrace and profitably act on the age-old promise that “the customer is always right at all times, across all channels and functions”. Within this context, organisations that want to be successful in all of the above may offer greater customer intimacy for a business, including highly tailored problem solving capabilities and greater adaptation of products to customer needs, as well as higher customer loyalty levels.

Why Is Customer Intimacy Important In Marketing ?

Customer intimacy is considered to be of vital importance, being the edge that will give your organisation the competitive advantage against your competitors. The greatest asset of a customer intimate company is customer loyalty; this is because companies that deliver value via customer intimacy build bonds with customers like those between “good neighbours”. Therefore, one may argue that in order to be able to deliver good practice in customer intimacy, companies do not deliver what the market wants but they go deeper than that; they deliver what a specific customer wants!

Who Should Attend ?

This programme is designed for marketing, product specialists and managers who would like to strengthen their marketing practice by shifting their marketing paradigm into their customer needs and values. Brand specialists, marketing executives, brand managers, customer service managers and marketing research managers are typical profiles to attend this programme.

Duration

This is a 4 day programme which can be customised to suit your company's profile and needs.














How We Do It

What Is In It For You ?

Managers participating in this programme will be able to experience how customer value is built and gained. They will have the opportunity to become familiar with customer needs and value propositions, with various business systems and will have the opportunity to become more aware of the different marketing mixes and to avoid communication hurdles which exist in the marketing context. This will enhance their skills and behaviours regarding how they will expect their employees to handle different types of customer and this will help them increase their business performance and hence increase profits. Participants attending this programme will practice and learn the following:

-  What is customer intimacy all about? How does marketing make a difference in your offer?
-  Why it's important for you to organise your marketing approach around value?
-  The various business systems and how they impact customer-intimacy.
-  Understand, appreciate and learn a new way of customer segmentation based on behavioural aspects!
-  What is customer value? And how to determine your customer value?
-  The value mapping of your customer and how to create your value proposition versus competition.
-  The cost of ownership as a component of customer value.
-  The value gap analysis application into your target customers.
-  The way to develop, create, deliver and communicate customer value.

Module 1: Customer Intimacy and Customer Value Delivery System:

What is customer intimacy all about and how this will impact the role of marketers?

The framework of developing, creating, delivering and communicating value to customers and enhance the customer intimacy / connection.

What are the various business systems?
How they differ from value-delivery systems?

Value driven customer intimate business system.

Module 2: Customer Behaviours and Impact on Perceived Customer Value:

Segmenting customers based on behaviours and perceived needs.

Impact of brain dominance on the way various customers perceive value.

Understanding customer needs:
"perception of benefits".

Customer buying behaviours and how they affect value-perception.

Four types of buyers and customer perceptions of value.

Module 3: Enhancing Customer Intimacy Through Mapping Perceived Customer Value:

What is the definition of customer value?

How to construct the value map of your offer versus competitors in the mind of the customer.

The difference between price and the cost of ownership.

The various types of perceived benefits:
the tangible versus the intangible!

Module 4: Using the Value Gap to Generate a Differentiated & Unique Value Proposition:

- The various strategies considered to enhance customer intimacy and value.
 - o Ways to enhance value through influencing the perceived benefits.
 - o Ways to enhance value through the F.U.D technique!
 - o Ways to enhance the perception of value through undermining the cost of ownership.

Value mapping and the application of value gap analysis on your brand / offer.

Module 5: Customer Intimacy and Managing the Customer Life Cycle / Value Perception:

The S - Curve defined!

The customer life cycle and behaviour at various stages of the cycle.

The innovation curve applied on the customer life cycle.

Creating intimate approach to enhance customer perception of value at various stage of the life cycle.

Avoiding the chasm while growing.

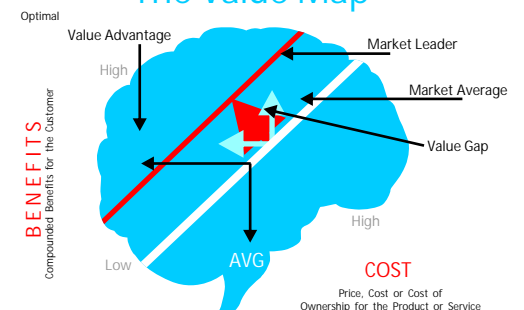
Module 6: Communicating Customer Value and Influencing the Perception of Value:

Ways to communicate, influence and enhance perception of value by your target customers / segments.

Managing the promotion and advertising efforts to enhance value and customer intimacy.

Constructing your promotional mix to reach your target customers and enhance customer value.

The Value Map



THE STRATEGIC MARKETING PROGRAMME

What Is Strategic Marketing ?

Strategic marketing is what differentiates successful companies from unsuccessful companies. It is the organisation's ability to deliver superior customer value, thus outperforming the competition in the eyes of the customer. One may therefore say that within the boundaries of corporate and business strategy, strategic marketing is the tool used to make choices regarding the customer value for a target audience. Using segmentation combined with positioning, strategic marketing helps to aim the company's marketing instruments to reach the market and achieve the necessary marketing objectives.

Why Strategic Marketing ?

One may say that strategic marketing is vital for an organisation's healthy existence. If applied appropriately, it will provide the business with focus and direction by identifying the best opportunities worth pursuing, as well as the threats to be avoided. It may identify the tools that the company can effectively use to fight competition and to gain market share, by investing in marketing initiatives that support the overall business objectives. Additionally, it may be used to translate the company's vision, mission, and objectives into effective marketing initiatives, improve the effectiveness of the marketing message to customers and partners and eventually increase sales as well as profits for the organisation.

Who Should Attend ?

This programme is designed for senior marketers and business managers who want to maximize their marketing practice through creating better customer-value. Marketing managers, group brand managers, senior brand managers and potential marketers are examples to attend this workshop. General managers and country managers are also encouraged to participate into this programme.

Duration

This 3 day programme is available only as an in-company, customised solution. Therefore, we will be available to discuss your requirements beforehand and will then customise the workshop accordingly.














How We Do It

What Is In It For You ?

By attending this programme, participants will be able to learn a number of insights regarding strategic marketing management and how they can use it effectively for the benefit of their organisation. Some of the skills and behaviours participants will develop include:

-  The strategic aspects of marketing: The 4-Ps decisions; which product, at what price, for which place (segment) and in what way (promotion).
-  Practice cases and examples from various industries and sectors whereby lots of insight will be built and transferred to your business.
-  The strategic marketing planning framework and how it links to the business planning cycle.
-  How to develop a robust and logically sound portfolio marketing plan. Understanding the "why" of a plan rather than focusing on "how to fill out the template".
-  How to assess local market attractiveness strategically and based on your untapped customer needs and value requirement.
-  How to assess the company portfolio competitiveness and value offer to the customers / market segments.
-  How to use various models like Porters' 5 forces model, GE-Matrix in strategic decisions on market segmentation and targeting.
-  Enabling participants to exercise the use of tools in such a way as to obtain "vision" and to link actions to the findings.
-  Multi-channel marketing communications through the S-curve and PLC.

Module 1:

The Strategic Marketing Role: What is it All About:

Strategic marketing put into the context of business strategy.

Complexity of strategic decisions in marketing:

Which product offer.

To which segment / market.

At what price and in what way we communicate and promote it.

Examples and real live cases on the application of strategic marketing decisions.

Module 2:

Strategic Marketing Planning Process and Framework:

Setting strategic marketing vision, values & goals.

Strategic marketing planning process explained!

Toolbox for the assessment of medium to long term segment-specific services attractiveness: "external perspective".

Gathering, collecting information and scanning the business environment.

Porter's 5 forces model for evaluating segment competitiveness.

Analysing the competitive landscape and competitors grouping & mapping.

The complexities of decision makers and stakeholders mapping.

Market segmentation and understanding changes in customer behaviour. This will be followed by defining / re-defining your customer segments needs and value!

Module 3:

Strategic Portfolio Analysis and Resources Optimisation:

The assessment of medium to long term, segment - services attractiveness "internal perspective".

Critical review on internal portfolio competitiveness: current offer, market satisfaction, price and promotion.

Internal review on your own company resources.

Assessing your value proposition.

Module 4:

The Analysis of Strategic Competitive Advantage:

Quantified SWOT analysis and culmination of strategic options.

Sources and nature of strategic competitive advantage.

The cost leadership approach.

The differentiation approach.

Real live examples and cases from the corporate world.

Module 5:

Strategic Marketing Decisions to Enhance your Value-offer & Marketing Performance:

Segmentation validation and selecting the strategic market segments.

Strategic targeting and positioning strategy.

Strategic product line & portfolio decision.

Strategic pricing decision.

The understanding of the S-Curve and how this will influence the strategic marketing programmes and strategic tactics.

Applying various multi-channel marketing tactics to reach your strategic segments.