

# *The Marketing and Sales Academy for Chemicals & Plastics*



*A series of practical marketing workshops for new and experienced marketers in the chemicals and plastics industry, designed to give you practical marketing know-how that you can implement.*



**The Marketing Centre,  
Zürich, Switzerland**

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# The Academy

## The Academy

The Marketing and Sales Academy for Chemicals and Plastics workshops contain a high proportion of practical learning opportunities, following the principle of

### *Learn - Practice - Apply - Implement*

- **Learn** the concept, model or tool
- See how others have **practised** it's application successfully
- **Apply** the concept, model or tool to your own business
- Decide how you can **implement** it in your business

The Marketing and Sales Academy workshops are designed specifically for new and active marketers, they are led by experts with practical experience.

- A range of workshops designed to meet the needs of those new to marketing, those from a non-marketing background and for more experienced marketers.
- Run by marketing experts with hands-on experience.
- Case studies from the industry and from other relevant markets.
- Take-away checklists, computer tools and marketing models.

The Marketing and Sales Academy for Chemicals and Plastics recognizes with certification two levels of marketer.

- **Certified Marketer:** has successfully completed:
  - Valued-Based Marketing for Profitable Growth
  - Market with Intelligence
  - One other Marketing and Sales Academy for Chemicals and Plastics workshop
- **Master Marketer:** has successfully completed three workshops from:
  - Market with Intelligence.
  - Targeting the Right Customers.
  - Creating Customer Value.
  - Differentiation and Pricing strategies.
  - Customer Relationship Management.
  - Key Account Management.
  - Implementation and Measurement – Making Things Happen.

These achievements are recognized by an attractive framed certificate, acknowledged by leading industry organisations.

# *Your Academy*

We can bring the Academy to your company. For companies with 4 or more participants we will deliver our Academy workshops at the location of your choice.

## *Tailor-Made In-House Workshops*

For companies with 4 or more potential participants. The Academy will design tailor-made Marketing workshops to meet your specific needs. These workshops offer the ability to learn and apply the marketing concepts and tools directly to your own business and market situations in a "hands-on" workshop environment led by our expert facilitators.

Our tailored workshops can also include direct handling of current marketing issues and challenges during the workshop sessions.

## *Following Through to Results*

Our standard practice is to follow-up with participants after the workshops and help them to really implement what they learned and convert it into better business results. There are none who emulate this service.

Please contact us to discuss your specific needs.

At The Academy we are constantly looking to improve our programme so please contact us if you have a need for specific subjects not already mentioned in our programme.

Also look out for new workshops on

- Key Account Management
  - Branding and Positioning
  - Channel Strategies
- and much more.....

Keep an eye on our website for the latest news on our workshops and faculty  
[www.marketability.org/academy](http://www.marketability.org/academy)

# *The Faculty*

## *Phil Allen*

Marketing expert, chemicals and plastics industry specialist: segmentation, differentiation, customer value, pricing, implementation, CRM.

## *Arie de Boer*

Marketing expert, industrial marketing specialist: segmentation, differentiation, channel, communications, implementation.

## *Mike Crosswell*

CRM expert, industrial marketing specialist: segmentation, CRM, key account management, benchmarking, implementation.

## *Marc Fermont*

Distribution expert, chemicals and plastics industry specialist: channel strategy, channel management, new business development.

## *Paul Hague*

Market Research/Branding expert, chemicals and plastics industry specialist: market intelligence, segmentation, branding, communications, pricing.

## *Bernard Kaminker*

Marketing expert, marketing finance specialist: segmentation, differentiation, pricing, implementation.

## *Bob Thorley*

Marketing expert, IT and services industry specialist: segmentation, customer value, differentiation, pricing, implementation.

## *James Thorne*

Marketing expert, marketing strategy specialist: segmentation, differentiation, customer value, branding, pricing, implementation.

## *Terry Kendrick*

Marketing expert, market research and IT specialist: market intelligence, segmentation, customer value, implementation.

## *Manfred Wirth*

Business Innovation expert, chemicals and plastics industry specialist: new business development, innovation, eco-efficiency.

## *Willy Bierter*

Business Innovation expert, chemicals and plastics industry specialist: new business development, innovation, eco-efficiency.

## *Carol-Ann Morgan*

Marketing expert, market research specialist: market intelligence, segmentation, customer value, customer satisfaction.

# *Value-Based Marketing for Profitable Growth*

*An introduction to the meaning and application of key marketing concepts, tools and models:*

- The Marketing Roadmap
- Marketing for Profit
- Marketing for Growth
- Market Analysis, Market Mapping
- Market Segmentation
- Competition Analysis
- Product Management
- Positioning and Differentiation
- Marketing Communications
- Pricing for Value Capture
- Implementation and Measurement
- Market Leadership

*Who should attend:*

Anyone new to marketing, whether newly graduated or coming from another function (e.g. sales, technical).

*What will I learn*

A real grasp of what marketing is all about in practice. An overview of the marketing and market planning process; key concepts and principles of marketing; presented in a relevant and lively workshop for people in the chemicals and plastics industry and applied to industry conditions and situations.

**Led by two expert marketing practitioners**

## *Key Marketing Elements*

- The Marketing Roadmap
- Total Quality Marketing
- Market Mapping
- Value Chain Analysis
- Needs-based Segmentation
- Directional Policy Matrix
- Competitive Radar
- SWOT Analysis
- PEST Analysis
- Value Proposition
- Product-Market Life Cycle
- Diffusion of Innovation (Adoption Curve)
- Channel Selection Matrices
- Market-Based Pricing
- Pricing for undifferentiated products
- Action Prioritisation Model
- Market Measurement Toolkit

# *Market with Intelligence*

featuring a special day on internet based market research

*An exploration and examination of key market research and knowledge management concepts, tools and models:*

- The Market Research Toolkit
- How to create a market fact book
- How to create a competitor profile
- How to discover customer needs and opinion
- How to research and report customer satisfaction
- How to understand how the customer thinks and decides
- How to organise and manage the corporate knowledge wealth
- Finding Information for next to nothing
- How to commission and manage Market Research Projects

*Who should attend:*

Marketers who use or need market intelligence and market research, whether they do it themselves or commission others to do it; anyone with less than 3 years marketing and/or market research experience.

*What will I learn*

Key market research tools and methods; which tools to use for what purpose; how to commission and manage external suppliers; how to get good data from the internet; managing data overload; presented in a relevant and lively workshop for people in the chemicals and plastics industry and applied to industry conditions and situations.

Led by two expert marketing practitioners

## *Key Marketing Elements*

- The Market Research Toolkit
- Quantitative Market Research
- Qualitative Market Research
- Sampling
- Questionnaire Design and Use
- Face-to-Face Interviewing
- Telephone Interviewing
- Special techniques (including Conjoint Analysis, SIMALTO, Multi-variate analysis)
- Customer Satisfaction Research
- Results-driven Market Research (e.g. for Market Segmentation, Market Measurement, Competition Analysis, Benchmarking, Pricing Research)
- Database management
- Internet searching and sources
- Market Research Checklists

# Targeting the Right Customers

Practical market segmentation

## *Who should attend:*

Marketers, product and business managers wishing to target the right customers, using modern market segmentation techniques.

## *What will I learn*

How to improve the quality and profitability of your business, using market segmentation to target the right customers; how to decide on the best segmentation basis; how to apply and implement segmentation effectively, presented in a relevant and lively workshop for people in the chemicals and plastics industry and applied to industry conditions and situations.

Led by two expert marketing practitioners

## *A detailed examination of customer and market segmentation concepts, tools and models:*

- The Market Segmentation Toolkit
- How to Map a Market
- Key Market Segmentation Techniques and Approaches
- Why Market Segmentation?
- How to segment chemicals and plastics markets
- How to segment markets with and without market research
- Discovering unmet needs
- Choosing and targeting market segments
- Customer Relationship Management
- Using Market Segmentation to Drive Marketing Strategy
- Dynamic market segmentation: dealing with change

## *Key Marketing Elements*

- The Market Segmentation Toolkit
- Market Mapping
- Firmographic Segmentation
- Typographic Segmentation
- Needs-Based Segmentation
- 5 Key Questions for Your Customers
- Product-Market Life Cycle
- Diffusion of Innovation (Adoption Curve)
- Segmentation trees
- Segmentation matrices
- Directional Policy Matrix
- Value Propositions
- Customer Relationship Plan
- Customer Loyalty Ladder
- The 5 key steps to successful market segmentation
- Market Segmentation Checklists

# Creating Customer Value

Differentiation and positioning for maximum value

*A thorough and detailed exploration and examination of customer and market segmentation concepts, tools and models:*

- The Importance of Competitive Advantage
- The Customer Perspective of Competitive Advantage
- Tracking and Benchmarking Competition
- Creating and Sustaining Competitive Advantage
- Differentiating Chemicals and Plastics
- Differentiating Commodities
- Differentiating Specialities
- Product Management Strategies
- Positioning Strategies
- Branding Strategies
- Value Propositions
- From value proposition to sales proposition

*Who should attend:*

Marketers, product and business managers wishing to create customer and business value using differentiation and positioning techniques.

*What will I learn*

How to stay ahead of your competition with dynamic differentiation strategies. How to improve the quality and profitability of your business, using customer value propositions, differentiation and branding; presented in a relevant and lively workshop for people in the chemicals and plastics industry and applied to industry conditions and situations.

Led by two expert marketing practitioners

## *Key Marketing Elements*

- Competitive Radar
- SWOT Analysis
- Competitive Tracking
- Benchmarking
- 5 Key Questions for Your Customers
- Positioning Models
- Value Propositions
- Customer Relationship Plan
- Customer Loyalty Ladder
- The Differentiation Audit
- The 7 key steps to successful differentiation
- Differentiation Checklists
- Positioning Checklists

# *Differentiation and Pricing Strategies for Commodities*

## *Who should attend:*

Experienced marketers, product and business managers wishing to create customer and business value using differentiation and pricing techniques in a commodity business.

## *What will I learn*

How to recognise and manage/avoid commoditisation.

How to develop and implement a differentiation strategy for a commodity.

How to create and capture commodity value.

How to manage and implement a commodity pricing strategy.

Value chain analysis.

How to improve the quality and profitability of your business using customer value propositions and differentiation.

Presented in a relevant and lively workshop applied to industry conditions and situations.

## *Differentiation and pricing concepts, tools and models applied to commodity marketing:*

### **Differentiating Commodities**

- The inevitability of commoditisation
- The nature of commodities
- Differentiation of Commodities
- The Importance of Sustainable Competitive Advantage
- Implementing a differentiation strategy for commodities

### **Pricing Strategies for Commodities**

- Creating and Capturing Value
- Pricing strategy model for commodities
- Value chain analysis
- Moving with the market
- Capturing value

Led by two expert commodity marketing practitioners

## *Key Marketing Elements*

### **Differentiation and positioning for maximum value**

- The Differentiation Audit
- The 7 key steps to successful differentiation
- Differentiation Checklists
- Positioning Models
- Value Propositions
- Globalisation and Differentiation
- Pricing for value
- Pricing in commodity markets
- Pricing checklists
- Harvest pricing
- Pricing through the cycle
- Key Account Pricing
- Cross-border pricing
- E-Business impacts on pricing
- Customer Value Measurement

# *Differentiation and Pricing Strategies for Specialities*

*Differentiation and pricing concepts, tools and models applied to specialities marketing:*

## **Differentiating Specialities**

- Creating and protecting speciality status
- Marketing specialities
- Creating Sustainable Competitive Advantage
- Differentiating Specialities
- Implementing a differentiation strategy for specialities

## **Pricing Strategies for Specialities**

- Creating and Capturing Value
- Value chain analysis
- Ensuring sustained total value capture
- Pricing strategy model for specialities
- Avoiding commoditisation

*Who should attend:*

Experienced marketers, product and business managers wishing to create customer and business value using differentiation and pricing techniques in a specialities business.

*What will I learn*

How to create and develop specialities.

How to protect specialities.

How to develop and implement a differentiation strategy for a speciality.

How to create and capture speciality value.

Value chain analysis.

How to manage and implement a speciality pricing strategy.

How to improve the quality and profitability of your business, using customer value propositions and differentiation.

Presented in a relevant and lively workshop applied to industry conditions and situations.

Led by two expert specialities marketing practitioners

## *Key Marketing Elements*

### **Differentiation and positioning for maximum value**

- The Differentiation Audit
- The 7 key steps to successful differentiation
- Differentiation Checklists
- Positioning Models
- Value Propositions
- Sustaining specialities
- Pricing for value
- Pricing in specialities markets
- Pricing checklists
- Skim pricing
- Key Account Pricing
- Global Pricing
- E-Business Impacts on Pricing
- Customer Value Measurement

# *Customer Relationship Management*

In the e-business age

## *Who should attend:*

Marketers, product and business managers wishing to create customer and business value through customer relationship management.

## *What will I learn*

An integrated approach to CRM. Practical CRM throughout the organisation. How to improve the quality and profitability of your business, using customer relationship management and taking account of E-Business; presented in a relevant and lively workshop for people in the chemicals and plastics industry and applied to industry conditions and situations.

Led by two expert marketing practitioners

## *A detailed exploration and examination of customer relationship management concepts, tools and models:*

- Who is the customer?
- Targeting customer segments
- Measuring customer satisfaction
- Beyond customer satisfaction: delighting the customer
- Setting the competitive standard
- Customer classification and prioritisation
- Customer Relationship Management models
- Choosing the right CRM model
- Distributors, e-business and beyond
- CRM Dynamics

## *Key Marketing Elements*

- Customer segmentation
- Value chain analysis
- Customer satisfaction
- Benchmarking
- 5 Key Questions for Your Customers
- Customer Value Measurement
- Customer Relationship Management Models
- Customer Selection and De-selection
- Channel Selection Tools
- Channel Management Models
- Value Propositions
- Customer Relationship Plan
- Customer Loyalty Ladder
- Customer Relationship Modeling Matrix
- Customer Relationship Management Checklists

# *Key Account Management*

*A thorough and practical exploration of key account management concepts, tools and models:*

- Who is the customer?
- Customer classification and prioritisation
- Targeting key customers
- Identifying key accounts
- Why are key accounts special?
- Winning customer loyalty
- Sustaining customer loyalty
- Setting the competitive standard
- Organising for Key Accounts
- Managing Key Account Relations
- Managing Key Accounts for Profit
- Business Value from Customer Value
- Forecasting, planning, negotiating with Key Accounts

*Who should attend:*

Commercial and sales managers wishing to create customer and business value through systematic and practical key account management.

*What will I learn*

A practical and proven approach to key account management. How to improve the quality and profitability of your business, applying key account management; presented in a relevant and lively workshop for people in the chemicals and plastics industry and applied to industry conditions and situations.

Led by two expert marketing practitioners

## *Key Marketing Elements*

- The Key Account Management Toolkit
- Customer segmentation
- Customer classification
- Customer prioritisation
- Key account identification
- 5 key questions for your key customers
- Key Account Management Model
- Customer Forecasting Model
- Customer Planning Models
- Negotiating tools
- Key Account Management Checklists

# *Effective Implementation of Marketing & Sales Strategies*

## *Who should attend:*

Experienced marketers, product and business managers wishing to implement strategies more effectively using modern techniques.

## *What will I learn*

A structured, methodical approach to marketing and sales implementation. How to improve the quality and profitability of your business, through more effective implementation.

Taking marketing strategies and plans through to implementable actions, including sales and marketing implementation planning, measuring and tracking. Managing change.

Led by two expert marketing practitioners

## *A detailed examination of effective implementation concepts, tools and models:*

- Personal Planning
- Time Management
- Prioritisation
- Personal Action Planning
- Challenges of implementation
- Globalisation vs. Localisation
- Converting global initiatives to local relevance
- Planning & managing implementation projects
- Working the interfaces
- Working effectively with sales and others involved in implementation
- Making things easier
- Working cleverly
- Detecting, seeing and exploiting the synergies
- Measurement and tracking
- Active change management

## *Key Marketing Elements*

- The Marketing and Sales Implementation Toolkit
- Personality checking and matching
- Customer Value Planning Matrix
- Action/Implementation Planning Matrix
- Time planning kit
- Pareto Analysis
- Gantt Charts
- Fishbone Diagrams
- Cause and Effect Analysis
- Project Management and Planning System
- Practical implementation
- Influencing people for results
- Managing the marketing/sales interface
- Implementation Checklists
- Change Management Checklists

# *Innovation for Competitive Advantage and Value Creation*

## *Who should attend:*

Senior and middle managers in business development, marketing, strategic planning R&D and logistics. Especially, those working in businesses searching for creative ideas for new products **and** services that will create business value and competitive advantage.

## *What will I learn*

Discover a new and practical approach to Business-Innovation, that will help you enhance creative thinking in your company.

A practical exercise will make you familiar with an innovation process by which creative ideas for a sustainable business can be created, evaluated for various criteria and prioritised for future development. You will learn how you can apply this process in your own working environment.

*A one day workshop to learn and apply a practical innovation tool:*

- Idea generation
- Idea prioritisation
- Idea classification
- Idea evaluation
- Idea selection
- Idea optimisation
- Idea commercialisation

*Innovation is a continuous process and has to be encouraged and led by top management*

*Inventions mostly happen unforeseen and at random ....*

*Innovations, however, can be managed through structured innovation processes.*

*You should be interested in this seminar if...*

- Your current products are no longer competitive in the market place
- You need to improve the profitability of your company or business
- Innovation is lacking in your company or if the product pipeline is empty
- Your markets are declining and you want to search for new market opportunities
- You would like to re-orient your business in the direction of services

*For more background visit [www.innovations-radar.com](http://www.innovations-radar.com)*

# *Comments from previous delegates:*

It was an excellent workshop.  
I've learned a lot,  
because it was practical.

Well-structured,  
Well-organized, Practical.  
Considerable materials to use in  
everyday working life

I really  
appreciated your coaching/  
feedback and practical business  
examples

Relevant, lively, clearly  
explained and  
to the point

The  
most practical training I have  
attended in years, excellent

Very good balance  
between theory, example from  
other companies and practical  
exercises

Some really useful  
material we can use back  
at the company

New ideas,  
well explained and practically  
delivered

*Companies who have participated in previous workshops include:*

Akzo Nobel, BASF, BP Chemicals, Ciba Speciality Chemicals,  
Degussa Hüls AG, Dow Chemical, Dow Corning, DSM, Dynea, ESHA, FMC,  
Kemira, Lonza, Lubrizol, Montell Polylefins, Pharmacia & Upjohn,  
Shell Chemicals, SRI International, thermPhos, Tiszachem, Total Fina, Townsend  
Tarnell, UCB, Uniqema.

# Academy Planner

	4 <sup>th</sup> – 8 <sup>th</sup> February FIRST TRIMESTER 2002	10 <sup>th</sup> – 14 <sup>th</sup> June SECOND TRIMESTER 2002	18 <sup>th</sup> – 22 <sup>nd</sup> November THIRD TRIMESTER 2002
Value Based Marketing for Profitable Growth	6 <sup>th</sup> – 8 <sup>th</sup> February	10 <sup>th</sup> – 12 <sup>th</sup> June	18 <sup>th</sup> – 20 <sup>th</sup> November
Market with Intelligence		12 <sup>th</sup> – 14 <sup>th</sup> June	18 <sup>th</sup> – 20 <sup>th</sup> November
Targeting the Right Customers: Practical Market Segmentation	4 <sup>th</sup> – 5 <sup>th</sup> February	11 <sup>th</sup> – 12 <sup>th</sup> June	21 <sup>st</sup> – 22 <sup>nd</sup> November
Creating Customer Value	4 <sup>th</sup> – 5 <sup>th</sup> February	13 <sup>th</sup> – 14 <sup>th</sup> June	
Differentiation and Pricing Strategies for Commodities	6 <sup>th</sup> – 7 <sup>th</sup> February		21 <sup>st</sup> – 22 <sup>nd</sup> November
Differentiation and Pricing Strategies for Specialities	6 <sup>th</sup> – 7 <sup>th</sup> February		21 <sup>st</sup> – 22 <sup>nd</sup> November
Customer Relationship Management in the e-Business Age	6 <sup>th</sup> – 8 <sup>th</sup> February	12 <sup>th</sup> – 14 <sup>th</sup> June	20 <sup>th</sup> – 22 <sup>nd</sup> November
Key Account Management	4 <sup>th</sup> – 5 <sup>th</sup> February	13 <sup>th</sup> – 14 <sup>th</sup> June	
Effective Implementation of Marketing and Sales Strategies	4 <sup>th</sup> – 5 <sup>th</sup> February	11 <sup>th</sup> – 12 <sup>th</sup> June	
Innovation for competitive advantage and value creation	6 <sup>th</sup> February 7 <sup>th</sup> February	12 <sup>th</sup> June 13 <sup>th</sup> June	20 <sup>th</sup> November 21 <sup>st</sup> November

## Future Events

Look out for further news of our upcoming events, or keep up to date by visiting our website: [www.marketability.org/academy.htm](http://www.marketability.org/academy.htm).

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