

The Marketing and Sales Academy for B2B Product and Service Markets



A series of practical marketing workshops for new and experienced marketers in B2B Product and Service Markets, designed to give you practical marketing know-how that you can implement.



The Marketing Centre,
Seestrasse 103
CH-8820 Wädenswil
Switzerland



The Academy

The Marketing and Sales Academy for B2B Product and Service markets offers a series of workshops with 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 B2B Product and Service markets recognizes with certification two levels of marketer.

- **Certified Marketer:** has successfully completed:
 - Value-Based Marketing for Profitable Growth
 - Market with Intelligence
 - One other Marketing and Sales Academy for B2B Product and Service Markets workshop
- **Master Marketer:** has successfully completed an additional three workshops from:
 - Market with Intelligence
 - Targeting the Right Customers
 - Creating Customer Value
 - Differentiation and Pricing Strategies
 - Customer Value Management
 - Key Account Management
 - Implementation and Measurement – Making Things Happen

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

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Your Academy

We can bring the Academy to your company. For companies with 4 or more participants you can have your own 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
- Process Communication

and much more...

Keep an eye on our website for the latest news on our workshops and faculty
www.marketability.org/academy.htm

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The Faculty

Phil Allen

Marketing expert, chemicals and plastics industry specialist, B2B specialist: segmentation, differentiation, customer value, channel, branding, pricing, implementation, CVM.

Arie de Boer

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

Mike Crosswell

CVM 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, B2B 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.

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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 and Profit
- 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 B2B Product and Service markets and applied to industry conditions and situations.

Led by expert marketing practitioners

Key Marketing Elements

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

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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 B2B Product and Service markets and applied to industry conditions and situations.

Led by 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

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Targeting the Right Customers

Practical market segmentation

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 and Customer Segmentation?
- How to segment B2B Product and Service markets
- How to segment markets with and without market research
- Discovering unmet needs
- Quantifying customer value
- Choosing and targeting market segments
- Customer Value Management
- Using Market Segmentation to Drive Marketing Strategy
- Dynamic market segmentation: dealing with change

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 B2B Product and Service markets and applied to industry conditions and situations.

Led by expert marketing practitioners

Key Marketing Elements

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

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Creating Customer Value

Differentiation and positioning for maximum value

A thorough and detailed exploration and examination of customer value creation differentiation and competitive positioning 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 in B2B Product and Service markets
- Differentiating Commodities
- Product Management Strategies
- Services and Solutions Strategies
- Positioning Strategies
- Branding Strategies
- Customer Value Commitments
- From customer value commitment to sales success

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 commitments, differentiation and branding; presented in a relevant and lively workshop for people in B2B Product and Service markets and applied to industry conditions and situations.

Led by expert marketing practitioners

Key Marketing Elements

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

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Differentiation and Pricing Strategies for Commodities

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

Who should attend:

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

Led by 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
- Customer Value Commitments
- 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

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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
- Branding for differentiation

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 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 expert specialities marketing practitioners

Key Marketing Elements

Differentiation and positioning for maximum value

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

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Customer Value Management

In the e-business age

A detailed exploration and examination of customer value 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 Value Management models
- Choosing the right CVM model
- Distributor, e-business and beyond
- CVM Dynamics
- Enlightened e-business strategies

Who should attend:

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

What will I learn

An integrates approach to CVM Practical CVM 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 B2B Product and Service markets and applied to industry conditions and situations.

Led by expert marketing practitioners

Key Marketing Elements

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

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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 B2B Product and Service markets and applied to industry conditions and situations.

Led by 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

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Effective Implementation of Marketing & Sales Strategies

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

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 expert marketing practitioners

Key Marketing Elements

- The Marketing and Sales Implementation Toolkit
- Personality checking and matching
- Customer Value Planning Matrix
- Action/Implementation Planning Mix
- 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

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Innovation for Competitive Advantage and Value Creation

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 to management

Inventions mostly happen unforeseen and at random...

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

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.

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

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Process Selling Seminar® Building Business through Professional Selling

'If you want them to listen to what you say, talk their language' Taibi Kahler, Ph.D.

A three day workshop to learn and apply the principles of the Process Communication Model® in Selling.

- Six different Sales Perceptions
- Six Personality Types
- Personality Parts
- Communication Channels
- Personality Structure
- Personality Phase
- Sales Motivators: psychological needs
- Personality Phase & Sales Motivators
- Determining your customers' phase
- Customer's phase
 - Selling Keys
 - Attributes
 - Amenities
 - Attitudes
- Customer Distress Sequences
- How to deal with Customers in distress
- Salespeople are human too ...
- How to keep yourself out of distress
- How not to sabotage your own sales

Who should attend:

Commercial, Sales and KAM- Managers wishing to increase sales, profitability and customer loyalty through communicating more effectively with different personality types of customers.

What will I learn

You will learn how to manage productive communication with your customers: how to assess quickly your clients perceptions and favored communication channels, how to recognise their psychological needs and their sales motivators, how to deal with customers in distress. (Although not all objections come from distressed customers, all distressed customers will give you objections.) How to use your own personal resources to stay charged up and ready to sell effectively.

Led by a certified PCM® Trainer

Discover the power and impact of successful, professional selling through the skillful application of the Process Communication Model™.

Key Values:

- Increased Sales and increased profitability
- More effective interaction and communication with customers
- Higher rate of satisfied customers
- Higher customer retention rates and increased customer loyalty
- More motivated Sales People

Includes own individualized profile.

For more information visit: www.avanti-project-solutions.com

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Process Communication Management Seminar® Improved Quality, Value, Profitability, Satisfaction

'If you want them to listen to what you say, talk their language' Taibi Kahler, Ph.D.

A three day workshop to learn and apply the principles of the Process Communication Model® in Management.

- Six Perceptual Modes
- Six Personality Types
- Management Styles
- Communication Channels
- Motivational Needs
- Personality Structure
- Personality Phase
- Work environment preferences
- Relationship Compatibilities
- Distress Sequences
- Behaviours in mild and serious distress of the 6 personality types.
- Predict potential Management/Interaction Success or Failure patterns under stress.
- Provide intervention points for failure patterns.
- Achieving Consensus using PCM Concepts.
- Development of Management Plans

Who should attend:

Marketers, Product & Business Managers, Commercial and Sales managers, Managers & Entrepreneurs, wishing to better understand, motivate and communicate with others and build a firm behavioral, management and interaction foundation.

What will I learn

You will learn how to use a process approach, connect with your employees and colleagues and communicate and motivate each person individually. Learn your strengths and areas to work on to become more effective. How to keep out of distress and how to deal with others who may be in distress.

Led by a certified PCM® Trainer

The seminar offers business people a firm behavioural, management and interaction foundation.

Key Values:

- Higher levels of skills in working with managing others
- Higher levels of motivating individuals and teams leading to increased effort and output
- Increased employee satisfaction and morale
- Increased degree of employee suggestions or involvement
- Increase in employee retention and reduced absenteeism

Includes own individualized profile.

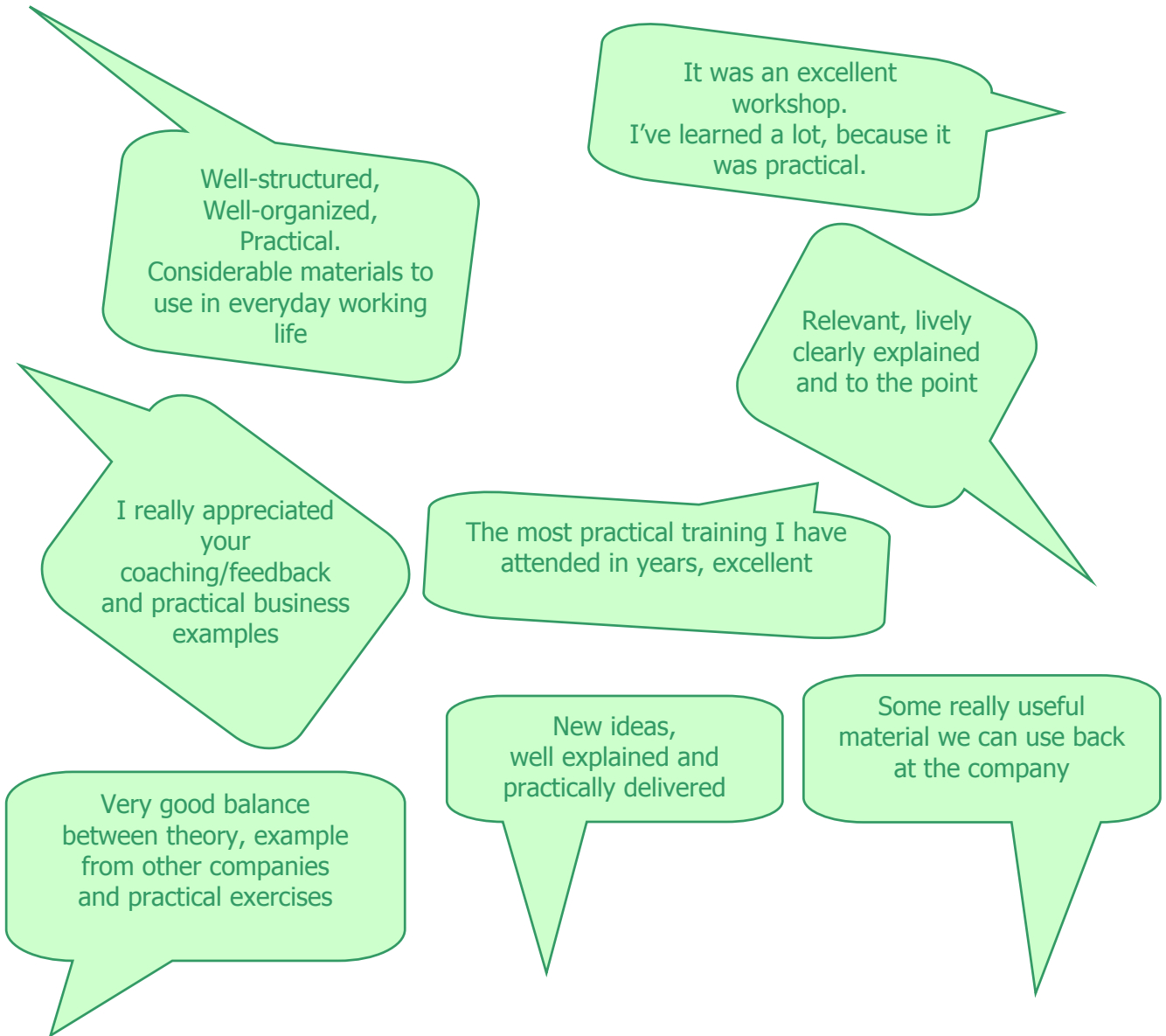
For more information visit: www.avanti-project-solutions.com

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Comments from previous delegates:



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, Nova Chemicals, Pharmacia & Upjohn, Shell Chemicals, SRI International, thermPhos, Tiszachem, Total Fina, Townsend Tarnell, UCB, Uniqema.

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Academy Planner

	6 th – 10 th June SECOND TRIMESTER 2005	7 th – 11 th November THIRD TRIMESTER 2005	6 th – 10 th March FIRST TRIMESTER 2006
Value Based Marketing for Profitable Growth	8 th – 10 th June	9 th – 11 th November	8 th – 10 th March
Market with Intelligence	6 th – 8 th June	7 th – 9 th November	6 th – 8 th March
Customer Value Management	8 th – 10 th June	9 th – 11 th November	8 th – 10 th March
Targeting the Right Customers: Practical Market Segmentation	6 th – 7 th June	7 th – 8 th November	6 th – 7 th March
Creating Customer Value	8 th – 9 th June	9 th – 10 th November	8 th – 9 th March
Differentiation and Pricing Strategies for Commodities	9 th – 10 th June	10 th – 11 th November	9 th – 10 th March
Differentiation and Pricing Strategies for Specialities	9 th – 10 th June	10 th – 11 th November	9 th – 10 th March
Effective Implementation of Marketing and Sales Strategies	9 th – 10 th June	10 th – 11 th November	9 th – 10 th March
Key Account Management	7 th – 8 th June	8 th – 9 th November	7 th – 8 th March
Innovation for competitive advantage and value creation	6 th , 8 th June or 10 th June	7 th , 9 th November or 11 th November	6 th , 8 th March or 10 th March
Process Selling Seminar	6 th – 8 th June	7 th – 9 th November	6 th – 8 th March
Process Communication Management Seminar	8 th – 10 th June	9 th – 11 th November	8 th – 10 th March

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



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