

| | 10 th – 14 ^h March FIRST TRIMESTER 2008 | 9 th – 13 th June SECOND TRIMESTER 2008 | 10 th – 14 th November THIRD TRIMESTER 2008 |
|---|---|--|---|
| Value-Based Marketing for Profitable Growth | 10 th – 12 th March | 11 th – 13 th June | 12 th – 14 th November |
| Market with Intelligence | 10 th – 12 th March | 9 th – 11 th June | 10 th – 12 th November |
| Customer Value Management | 10 th – 12 th March | 11 th – 13 th June | 12 th – 14 th November |
| Targeting the Right Customers: Practical Market Segmentation | 10 th – 12 th March | 9 th – 10 th June | 10 th – 11 th November |
| Creating Customer Value | 12 th – 13 th March | 11 th – 12 th June | 12 th – 13 th November |
| Differentiation and Pricing Strategies for Commodities | 13 th – 14 th March | 12 th – 13 th June | 13 th – 14 th November |
| Differentiation and Pricing Strategies for Specialities | 13 th – 14 th March | 12 th – 13 th June | 13 th – 14 th November |
| Effective Implementation of Marketing and Sales Strategies | 13 th – 14 th March | 12 th – 13 th June | 13 th – 14 th November |
| Key Account Management | 11 th – 12 th March | 10 th – 11 th June | 11 th – 12 th November |
| Innovation for Competitive Advantage and Value Creation | 10 th , 12 th or 14 th March | 9 th , 11 th or 13 th June | 10 th , 12 th or 14 th November |
| Process Selling Seminar | 10 th – 12 th March | 9 th – 11 th June | 10 th – 12 th November |
| Process Communication Management Seminar | 12 th – 14 th March | 11 th – 13 th June | 12 th – 14 th November |