

**Marketability**  
**Marketing Seminars and Workshops**  
**For B2B Product and Service Markets**  
**from the Third Eye Academy**



***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.***



## ***Third Eye Academy***

Third Eye Academy offers a series of workshops developed by Marketability for B2B Product and Service markets 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 **practiced** its application successfully.
- » **Apply** the concept, model or tool to your own business.
- » Decide how you can **implement** it in your business.

Marketability workshops are designed specifically for new and active marketers; they are led by experts with practical experience.

Third Eye Academy offers:

- » A range of workshops designed to meet the needs of those new to marketing, those from a non-marketing background and those who are experienced marketers.
- » Workshops run by marketing experts with hands-on experience.
- » Case studies from your industries and other relevant markets.
- » Take away check lists, computer tools and other marketing models.

Marketability workshops for B2B Product and Service Markets recognize with certification two levels of marketer:

- » **Certified Marketer:** Having successfully completed:
  - Value Based Marketing for Profitable Growth.
  - Market with Intelligence.
  - One other Marketability workshop for B2B Product and Service Markets.
- » **Master Marketer:** Having 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 organizations.



## ***Your Academy***

We can bring the Third Eye 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, Third Eye 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 Third Eye Academy we are constantly looking to improve our programmes so please contact us if you have a need for specific subjects not already mentioned in our current programmes.

Also look out for new workshops on:

- Key Account Management.
- Branding and Positioning.
- Channel Management.
- Process Communication.

and much more...

Keep an eye on our website for the latest news on our workshops and faculty  
[www.third-i.biz/academy.htm](http://www.third-i.biz/academy.htm)



## ***The Faculty***

### ***Omar Shamma***

CEO of Third Eye FZ LLC. Marketing expert, chemicals and construction industry specialist, marketing strategy: segmentation, differentiation, branding, pricing, channel, and implementation.

### ***Phil Allen***

CEO of MarketAbility. 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, and 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.

**Carol-Ann Morgan**

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

**Professor Michael Halliday**

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

**Comments from previous MarketAbility Workshop delegates:**

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

It was an excellent  
workshop!  
I've learnt a lot,  
because it was so  
practical.

Relevant, lively,  
clearly  
explained and  
to the point!

I really appreciated your  
coaching/feedback and  
practical business  
examples.

The most practical training I have  
attended in years. Excellent!

New ideas, well explained  
and practically delivered.

Some really useful  
material we can use back  
at work!

Very good balance  
Between theory, example  
From other companies &  
practical exercises.

**Companies who have participated in previous MarketAbility workshops include:**

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

## ***Third Eye Affiliates***



MarketAbility is a global marketing excellence and customer value management practice based in Zurich, Specialising in B2B and B2B2C markets and complex value chains. Since 1997, MarketAbility has delivered a wide range of practical marketing, sales and customer value management workshops for public and in-house audiences.

MarketAbility programmes are run by a team of expert practitioners, all of whom have at least fifteen and up to thirty years of practical experience in marketing and commercial management positions with leading blue chip global players."

MarketAbility delivers results in the form of improved business quality and profitability through learning applied at the customer interface. More than five thousand participants from over one hundred and fifty client companies have benefited from MarketAbility's practical learning programmes over the past eight years.

Many have supplemented their learning by reading the book of which Phil Allen, CEO of MarketAbility is co-author - "Value-Based Marketing for Bottom-Line Success: 5 Steps to Creating Customer Value", ISBN 0-07-139656-X. De Bonis, Balinski & Allen, published December 2002 by McGraw-Hill with the American Marketing Association.

MarketAbility has developed a unique diagnostic tool to evaluate and benchmark the performance of companies and business units on Customer Value Management, based on the five-step Pentadigm CVM model featured in the book.

Phil Allen is a regular contributor of articles to various specialist and industry journals, writing mainly about Customer Value Management, customer and market segmentation, differentiation and pricing strategies.

## ***Value-Based Marketing for Profitable Growth***

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

- The Marketing Roadmap
- Marketing for Profit
- Marketing for Growth
- Market Analysis, Market Mapping
- Market Segmentation
- Competition Analysis
- Product Management
- Positioning & Differentiation
- Marketing Communications
- Pricing for Value Capture & Profit
- Implementation & 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 processes; key concepts and principles of marketing; presented in a relevant and lively workshop for people in B2B product & service markets: 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

## ***Market with Intelligence***

Featuring a special day on internet based market research

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

- The Market Research Toolkit
- How to Create a Market Fact Book
- How to Create a Competitor Profile
- How to Discover Customer Needs & Opinions
- How to Research & Report Customer Satisfaction
- How to Understand How the Customer Thinks & Decides
- How to Organise & Manage the Corporate Knowledge Wealth
- Finding Information for Next To Nothing
- How to Commission & Manage Market Research Projects

### ***Who should attend?***

Marketers who use or need market intelligence & 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 & 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 & lively workshop for people in B2B product & service markets and applied to industry conditions & situations.

**Led by expert marketing practitioners**

### ***Key Marketing Elements***

- The Market Research Toolkit
- Quantitative Market Research
- Qualitative Market Research
- Sampling
- Questionnaire Design & Use
- Face-To-Face Interviewing
- Telephone Interviewing
- Competitive Radar
- Special Techniques (e.g. Conjoint Analysis, SIMALTO, Multi-Variate Analysis).
- Customer Satisfaction Research
- Database Management
- Internet Searching & Sources
- Value-Based Pricing
- Market Research Checklists
- Results-Driven Market Research (e.g. For Market Segmentation, Market Measurement, Competition Analysis, Benchmarking, Pricing Research)

## ***Customer Value Management***

In the e-business age

### ***Differentiation & pricing concepts, tools & models applied to commodity Marketing:***

- Who is the Customer?
- Targeting Customer Segments
- Measuring Customer Satisfaction
- Beyond Customer Satisfaction: Delighting the Customer
- Setting the Competitive Standard
- Customer Classification & Prioritisation
- Customer Value Management Models
- Choosing the Right CVM Model
- Distributor, E-Business & Beyond
- CVM Dynamics
- Enlightened E-Business Strategies

### ***Who should attend?***

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

### ***What will I learn?***

An integrated approach to CVM; practical CVM throughout the organization; how to improve the quality & profitability of your business, using customer relationship management including taking account of E-business; presented in a relevant & lively workshop for people in B2B product and service markets; applied to industry conditions & situations.

**Led by expert marketing practitioners**

### ***Key Marketing Elements***

- |                                      |   |
|--------------------------------------|---|
| - Customer Value Segmentation        | - Channel Selection Tools               |
| - Value Chain Analysis               | - Channel Management Models             |
| - Customer Satisfaction & 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      |
| - Customer Selection & De-Selection  | Checklists                              |

## Targeting the Right Customers

Practical Market Segmentation

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

- The Market Segmentation Toolkit
- How to Map a Market
- Key Market Segmentation Techniques & Approaches
- Why Market & Customer Segmentation?
- How to Segment B2B Product & Service Markets
- How to Segment Markets With or Without Market Research
- Discovering Unmet Needs
- Quantifying Customer Value
- Choosing & Targeting Market Segments
- Customer Value Management
- Using Market Segmentation to Drive Marketing Strategy
- Dynamic Market Segmentation: Dealing With Change

### ***Who should attend?***

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

### ***What will I learn?***

How to improve the quality & profitability of your business, using market segmentation to target the right customers; how to decide on the best segmentation basis; how to apply & implement segmentation effectively; presented in a relevant & lively workshop for people in B2B product & service markets; applied to industry conditions & situations.

**Led by expert marketing practitioners**

### ***Key Marketing Elements***

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>- The Market Segmentation Toolkit</li> <li>- Market Mapping</li> <li>- Firmographic &amp; Typographic Segmentation</li> <li>- Customer Value Quantifier</li> <li>- Needs-Based &amp; Value-Based Segmentation</li> <li>- 5 Key Questions For Your Customers</li> <li>- Product-Market Life Cycle</li> <li>- Diffusion Of Innovation (Adoption Curve)</li> <li>- Segmentation Trees</li> </ul> | <ul style="list-style-type: none"> <li>- Segmentation Matrices</li> <li>- Directional Policy Matrix</li> <li>- Marketability Matrix</li> <li>- Customer Value Commitments</li> <li>- Customer Relationship Plan</li> <li>- Customer Loyalty Ladder</li> <li>- The 5 Key Steps To Successful Market Segmentation</li> <li>- Market Segmentation Checklists</li> </ul> |
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## ***Creating Customer Value***

Differentiation and positioning for maximum value

***A thorough & detailed exploration & examination of customer value creation, differentiation, and competitive positioning concepts, tools & models:***

- The Importance of Competitive Advantage
- The Customer Perspective of Competitive Advantage
- Tracking & Benchmarking Competition
- Creating & Sustaining Competitive Advantage
- Differentiating in B2B Product & Service Markets
- Differentiating Commodities
- Product Management Strategies
- Services & Solutions Strategies
- Positioning Strategies
- Branding Strategies
- Customer Value Commitments
- From Customer Value Commitment to Sales Success

### ***Who should attend?***

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

### ***What will I learn?***

How to stay ahead of your competition with dynamic differentiation strategies; how to improve the quality & profitability of your business, using customer value commitments, differentiation & branding; presented in a relevant and lively workshop for people in B2B product and service markets; applied to industry conditions & 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
- 7 Key Steps To Successful Differentiation
- Differentiation Checklists
- Positioning Checklists

## ***Differentiation & Pricing Strategies for Commodities***

### ***Differentiation & pricing concepts, tools & 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 & Capturing Value
- Pricing Strategy Model for Commodities
- Value Chain Analysis
- Moving With The Market
- Capturing Value

### ***Who should attend?***

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

### ***What will I learn?***

How to recognise and manage/avoid commoditisation; how to develop & implement a differentiation strategy for a commodity; how to create & capture commodity value; how to manage & implement a commodity pricing strategy; value chain analysis; how to improve the quality & profitability of your business using customer value propositions & differentiation; presented in a relevant and lively workshop applied to industry conditions & situations.

**Led by expert marketing practitioners**

### ***Key Marketing Elements***

#### **Differentiation & Positioning For Maximum Value**

- |   |                                 |
|---|---------------------------------|
| - The Differentiation Audit                 | - Pricing Checklists            |
| - 7 Key Steps To Successful Differentiation | - Harvest Pricing               |
| - Differentiation Checklists                | - Pricing Through The Cycle     |
| - Positioning Models                        | - Key Account Pricing           |
| - Customer Value Commitments                | - Cross-Border Pricing          |
| - Globalisation & Differentiation           | - E-Business Impacts On Pricing |
| - Pricing For Value                         | - Customer Value Management     |
| - Pricing In Commodity Markets              |                                 |

## ***Differentiation & Pricing Strategies for Specialities***

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

#### **Differentiating Specialities**

- Creating & 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 & Capturing Value
- Value Chain Analysis
- Ensuring Sustained Total Value Capture
- Pricing Strategy Model for Specialities
- Avoiding Commoditisation

### ***Who should attend?***

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

### ***What will I learn?***

How to create & develop specialities; how to protect specialities; how to develop & implement a differentiation strategy for a speciality; how to create and capture speciality pricing strategy; how to improve the quality & profitability of your business, using customer value propositions & differentiation; presented in a relevant & lively workshop applied to industry conditions & situations.

**Led by expert marketing practitioners**

### ***Key Marketing Elements***

#### **Differentiation & Positioning For Maximum Value**

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>- The Differentiation Audit</li> <li>- 7 Key Steps To Successful Differentiation</li> <li>- Differentiation Checklists</li> <li>- Positioning Models</li> <li>- Customer Value Commitments</li> <li>- Sustaining Specialities</li> <li>- Pricing For Value</li> <li>- Branding Strategies For Differentiation</li> </ul> | <ul style="list-style-type: none"> <li>- Pricing In Specialities Markets</li> <li>- Pricing Checklists</li> <li>- Skim Pricing</li> <li>- Key Account Pricing</li> <li>- Global Pricing</li> <li>- E-Business Impacts On Pricing</li> <li>- Customer Value Management</li> </ul> |
|---|--|

## ***Effective Implementation of Marketing & Sales Strategies***

### ***A detailed examination of effective implementation concepts, tools & 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 With Interfaces
- Working Effectively With Sales & Others Involved in Implementation
- Making Things Easier
- Working Cleverly
- Detecting, Seeing & Exploiting Synergies
- Measurement & Tracking
- Active Change Management

### ***Who should attend?***

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

### ***What will I learn?***

A structured, methodical approach to marketing & sales implementation; how to improve the quality & profitability of your business, through more effective implementation; taking marketing strategies & plans through implementable actions, including sales & marketing implementation planning, measuring, tracking & tracking; managing change.

**Led by expert marketing practitioners**

### ***Key Marketing Elements***

- |  |  |
|--|--|
| - The Marketing & Sales Implementation Toolkit | - Cause & Effect Analysis                  |
| - Personality Checking & Matching              | - Project Management & Planning Systems    |
| - Customer Value Planning Matrix               | - Practical Implementation                 |
| - Action/Implementation Planning Mix           | - Influencing People For Results           |
| - Time Planning Kit                            | - Managing The Marketing & Sales Interface |
| - Pareto Analysis                              | - Implementation Checklists                |
| - Gantt Charts                                 | - Change Management Checklists             |
| - Fishbone Diagrams                            |  |

## **Key Account Management**

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

- Who Is The Customer?
- Customer Classification & 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, and Negotiating with Key Accounts.

***Who should attend?***

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

***What will I learn?***

A practical & proven approach to key account management; how to improve the quality & profitability of your business, applying key account management; presented in a relevant & lively workshop for people in B2B product and service markets; applied to industry conditions & 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
- Negotiation Tools
- Key Account Management Checklists

## ***Innovation for Competitive Advantage & Value Creation***

### ***A one day workshop to learn how to 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 management.*

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

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

### ***Who should attend?***

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

### ***What will I learn?***

Discover a new & practical approach to Business Innovation, which will help you enhance creative thinking in your organization; 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 & prioritised for future development. You will learn how you can apply this process in your own working environment.

### **Led by expert marketing practitioners**

#### ***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 information visit [www.innovations-radar.com](http://www.innovations-radar.com)***

**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 & 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 key account managers wishing to increase sales, profitability and customer loyalty through communicating more effectively with customers of different personality types.

**What will I learn?**

How to manage productive communication with your customers; how to quickly assess your clients perceptions and favoured 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 background information visit [www.avanti-project-solutions.com](http://www.avanti-project-solutions.com)**

**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 & 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 & 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 & sales managers. Managers wishing to better understand, motivate & communicate with others & build a firm behavioural, management and interaction foundation.

**What will I 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 for working with managing others
- Higher levels of motivating individuals & teams, leading to increased effort & output
- Increased employee satisfaction & morale
- Increased degree of employee suggestions or involvement
- Increase in employee retention and reduced absenteeism

Includes own individualized profile.

**For more background information visit [www.avanti-project-solutions.com](http://www.avanti-project-solutions.com)**

## Academy Offerings

Workshop Name	Duration	Venue	Dates	Price (AED)	Price (USD)
Value Based Marketing for Profitable Growth	3 Days	Dubai Knowledge Village	September 10-12 2005	10,000	2,720
Market with Intelligence	3 Days	Dubai Knowledge Village	September 13-14 2005	10,000	2,720
Customer Value Management	3 Days	Dubai Knowledge Village	May 02-04 2005	10,000	2,720
Targeting the Right Customers: Practical Market Segmentation	2 Days	Dubai Knowledge Village	September 13-14	6,500	1,770
Creating Customer Value	2 Days	Dubai Knowledge Village	September 10-11 2005	6,500	1,770
Differentiation & Pricing Strategies for Commodities	2 Days	Dubai Knowledge Village	May 04-05 2005	6,500	1,770
Differentiation & Pricing Strategies for Specialities	2 Days	Dubai Knowledge Village	May 02-03 2005	6,500	1,770
Effective Implementation of Marketing & Sales	2 Days	Dubai Knowledge Village	September 17-18 2005	6,500	1,770
Key Account Management	2 Days	Dubai Knowledge Village	May 07-08	6,500	1,770
Innovation for Competitive Advantage & Value	1 Day	Dubai Knowledge Village	September 12	3,500	950
Process Selling Seminar	3 Days	Dubai Knowledge Village	To be advised	10,000	2,720
Process Communication Management Seminar	3 Days	Dubai Knowledge Village	To be advised	10,000	2,720

Corporate discounts are available for organisations with over three participants. Workshops can also be delivered in-house where participation exceeds six delegates.



# Registration Form Third Eye Academy

## Personal Information

Title:	First Name:	Last Name:
Job Position:	Department:	
Company:		
Business Address:		
Town:	State:	Post Code:
Country:		
Tel:	Fax:	Mobile:
Email:		

*(Or simply attach your business card to the form)*

## Company Information

Approving Manager:	Position:
Contact person for payment of programme Fees:	
Number of people you manage:	
Approximate Number of Employees in your company:	
Industry / Company Operations:	

## Registration

Please register me for the following workshops:

Subject	Venue	Dates	Value (AED / USD)

Workshop fee includes tuition, programme books and instructional materials, lunches & refreshment breaks and special consultation with our marketing experts after the workshop.

## Certification

All admitted applicants, who accomplish the minimum standards for attendance, shall receive a certificate from the academy.

### **Payment Information**

1. By company cheque or bankers draft in UAE Dirham or US Dollar to Third Eye FZ LLC, P. O. Box 71624, Dubai, U.A.E. Cheques and bankers drafts in US Dollar should be drawn on a New York bank.

Or

2. By telex transfer in UAE Dirham or US Dollar to: Account Number 0000435880, Lloyds TSB Bank, P. O. Box 3766, Dubai, U.A.E. (Bank Code: LOYDAEAD).

**Please note that all bank commission/transfer charges need to be borne by the participant or the sponsoring organization. All payments should be in favour of Third Eye FZ LLC.**

Subject to availability a confirmation letter and an invoice shall be sent upon receipt of your application.

Please note that **FULL** payment **MUST** be received prior to the workshop, and only those delegates who have done so shall be admitted to the workshop.

**Payment is due immediately upon confirmation of admission to the workshop.**

### **Cancellation / Transfer Policy**

Due to the limited space for any given workshop and in consideration of those who may be on a waiting list the following cancellation / transfer policy shall apply:

- For cancellations received six weeks or prior to the workshop date, workshop fees shall be refunded less 25% service charge.
- For cancellations received within two to six weeks prior to the workshop date, workshop fees shall be refunded less 50% service charge.
- Cancellations received two weeks or less prior to the workshop date will not be refunded and must be paid in full.
- Should you be unable to attend, substitute delegates are welcome.
- **ALL cancellation or transfer requests must be received in writing.**

### **Venue / Visas**

The venue for all courses is the Dubai Knowledge Village.

Delegates requiring visas for Dubai, U.A.E. should contact their hotel directly as soon as possible for assistance.



I hereby confirm that this application indicates clear interest of my attending the workshops selected above should my application be confirmed. In the event of my subsequently canceling the application, upon acceptance to the workshops applied for, I shall agree to abide by the above cancellation / transfer policy.

Signed:

Name & Company Stamp:

Date:



***Contact the Third Eye Academy***

To register to any Marketability Workshop complete the above Registration form and send to the address below. For further information on workshop dates please contact the Third Eye Academy at:



**Third Eye FZ LLC  
P. O. Box 71624  
Dubai, U.A.E.**

**Tel. + 971 4 367 5256**

**Fax + 971 4 367 5257**

**Email: [oshamma@third-i.biz](mailto:oshamma@third-i.biz)**

**Website: [www.third-i.biz](http://www.third-i.biz)**