



The Marketing and Sales Academy

A unique practical learning opportunity for busy executives - new or experienced -
in marketing, planning and sales

2005/2006 PROGRAMME

Subject	Workshop Duration	Second Trimester 6th – 10th June 2005	Third Trimester 7th – 11th November 2005	First Trimester 6th – 10th March 2006
Value-based Marketing for Profitable Growth	<i>3 days</i>	8 th – 10 th June	9 th – 11 th November	8 th – 10 th March
Market with Intelligence	<i>3 days</i>	6 th – 8 th June	7 th – 9 th November	6 th – 8 th March
Customer Value Management	<i>3 days</i>	8 th – 10 th June	9 th – 11 th November	8 th – 10 th March
Targeting the right customers: Practical Market Segmentation	<i>2 days</i>	6 th – 7 th June	7 th – 8 th November	6 th – 7 th March
Creating Customer Value	<i>2 days</i>	8 th – 9 th June	9 th – 10 th November	8 th – 9 th March
Differentiation and Pricing Strategies for Commodities	<i>2 days</i>	9 th – 10 th June	10 th – 11 th November	9 th – 10 th March
Differentiation and Pricing Strategies for Specialities	<i>2 days</i>	9 th – 10 th June	10 th – 11 th November	9 th – 10 th March
Effective Implementation of Marketing and Sales Strategies	<i>2 days</i>	9 th – 10 th June	10 th – 11 th November	9 th – 10 th March
Key Account Management	<i>2 days</i>	7 th – 8 th June	8 th – 9 th November	7 th – 8 th March
Innovation for Competitive Advantage and Value Creation	<i>1 day</i>	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	<i>3 days</i>	6 th – 8 th June	7 th – 9 th November	6 th – 8 th March
Process Communications Management	<i>3 days</i>	8 th – 10 th June	9 th – 11 th November	8 th – 10 th March

Practical Marketing for Value Growth

WE DO while others only talk

©Copyright Phil Allen's MarketAbility



Comments from previous delegates:



For further information: visit www.marketability.org

or call +41 44 783 8775