



The 7-Deadliest Marketing Sins & Solutions (with exercises & case studies)

TALK FRAMEWORK

Who should attend?

The material is appropriate for anyone at any level in a marketing team (new or experienced), whether managing a large or small company.

Duration: 1hr – 1-day

Date:

Time:

Venue:

Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Sales & Marketing Management. Ian is a fulltime Marketing Consultant & Trainer, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands.



Some of us just keep doing the same things, and expect improved results, while others believe we just need to work much harder. Rather work smarter by discovering the most deadly marketing & sales *pitfalls*, and indulge yourself in the 7-deadliest *solutions*. Most business decision makers are committing some of these 'sins' without realizing the eternal damnation they are already causing their organization.

Objectives

Seven exercises will be done to expose the following sins:

1. **Objectives** are strategically meaningless and don't evoke emotional responses in the workforce
2. Oblivious of your industry's **Key Success Factors**
3. Not mapping out the **Customer Experience Cycle** (lack of Customer Centricity and Customer Experience Management)
4. Lack of **Environmental Scanning** (PESTGEL & 4C Framework)
5. **Sales Team clashes with the Marketing Department**. Typically due to the lack of focus on the AIDCAS Framework.
6. **Recruiting** the wrong **Salespeople**. The sharp tip of the pencil is the sales team; get the hire wrong and you won't write good business!
7. Incorrect **Account Management & Segmentation** (know what account management style you should be using to sell and service your market segments.)

REFERENCE: Ian Rheeder has shown great commitment, enthusiasm and professionalism while training and has since been in **great demand throughout industry**. He relates well to his audience, gets the audience to interact during his training and also provides information to his clients on an ongoing basis. His subjects are well researched and he shows great in-depth knowledge of these topics, which he presents with great confidence. Ian has also been requested to undertake training in all SA provinces and in the USA on Export Promotion for the Department of Trade & Industry (dti), and has also been extended an invitation by the Department of Foreign Affairs to participate in the Capacity Building training. Allison Christian Deputy Director: Dti Services, Tel: 012 394 1021, allisonc@thedti.gov.za

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