

## PROGRAMME FRAMEWORK

### Who should attend?

Brand or product managers, senior managers, marketing managers, strategic planners, entrepreneurs. Walk away with a clear understanding of how to manage marketing & product strategy.

**Duration:** 1 – 3-days

**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 Marketing and Business Strategy. Ian is a fulltime Marketing Consultant & Facilitator, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands. Ian also regularly facilitates programmes at the Gordon Institute of Business Science (GIBS).



This intensive programme is designed to open your eyes, resuscitate your staff and breathe new life into your business. This course will not only expose you to the pulse of marketing in terms of the tools it uses, but will show you how to integrate the theory of marketing to gain insight into an achievable, sustainable and competitive advantage. This is a core ingredient in effectively running any business operation.

## PART 1: Marketing Models & Building Blocks

1. AIDCAS Model for Explaining Marketing & Sales
2. Creating Competitive Advantage
3. Supply & Demand, and Brand Equity drives everything
4. Vision & Mission Statement (Strategic Intent Philosophy)
5. Objectives must be strategically meaningful
6. The Marketing Environment (PESTGEL & 4Cs)
7. Key Success Factors
8. Key Issues
9. 'Problems' Customers are experiencing for Segmentation
10. Key Market Trends (opportunities)
11. 8P & 4R Marketing Mix Model for Products & Services
12. NPD: New Product Development (Product)
13. BCG: Boston Consulting Group Matrix (Product)
14. PLC: Product Life Cycle ('Adopter' Cycle of Products launched)
15. Price expanded upon – Price Adaptation
16. Place: Distribution
17. Integrated Marketing Communication (Promotion)
18. Segmentation, Targeting & Positioning (STP Strategy)
19. Strat-map: Market Analysis Summary (KSFs, PESTGEL, SWOT)
20. Developing your Primary Strategy (ID your Strategy)
21. Activities for Implementation
22. High-trust Selling Technique

## PART 2: Services Marketing

1. Developing a Customer-centric Organisation
2. Managing the Professional Service Firm, by David Maister
3. Four Things a Service Business Must Get Right, by Francis X. Frei (Harvard Business Review, April 2008, p.70-80)
4. Research your Service
5. Understanding The Gaps Model for Service Excellence, by A. Parasuraman, V.A. Zeithaml, and L.L. Berry
6. Customer Experience Management (CEM)
7. CRM: Customer Relationship Management

### Appendixes & Case

1. A Comprehensive Marketing Plan Structure
2. Sales Plan Ingredients & Structure
3. 2 x Porter Case Studies

Contact: **Ian Rheeder**