

PROGRAMME FRAMEWORK

Who should attend?

Marketing and sales staff who are held accountable for the financial results of their plans and who need to understand the financial impact of their decisions. A must for marketing and sales teams or entrepreneurs.

Duration: 2-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 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).



Introduction

Marketers need to understand the financial impact of their marketing plans. Whether you're in a down or upswing economy, return-on-marketing-investment (ROMI) is your ticket to be taken seriously in the boardroom. Take a new look at your integrated marketing communication (IMC) techniques and calculate through research, just how effective your campaign is - before, during and after. Both Business-to-Business (B2B) and FMCG approaches will be covered - so you will walk away with a broad understanding of the two classical promotional frameworks and their ROMI.

Objectives & Outcomes

- What makes a great Marketing Organisation?
- Four Things a Service Business Must Get Right, by Francis X. Frei
- Customer Experience Management (CEM)
- Mapping out the Customer's Experience
- Distinguishing Characteristics of Service
- 10-sins of Customer Relationship Management (CRM)
- Why offer a great Service and Experience?
- Service Management is all about People
- The Service Profit Chain (Heskett, Jones, Loveman, Sasser & Schlesinger)
- Managing the Professional Service Firm
- Top-13 Customer Care Tips
- Handling Irate Customers
- Understanding The Gaps Model for Service Excellence, by A. Parasuraman, V.A. Zeithaml, and L.L. Berry
- The most powerful service research questions

Pre-Readings: "The Service Profit Chain", by Heskett, Jones, Loveman, Sasser & Schlesinger, HBR July/Aug 2008. (Was also published in HBR 1994.)

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