

advanced marketing strategy

description	A one or two-day advanced workshop that explores how to create powerful marketing strategies and how to create a more customer-focused organisation
who should attend	<ul style="list-style-type: none">• Delegates with a basic marketing training / Delegates completing <i>Marketing Principles</i>• Senior level sales executives or managers from non-marketing business functions
features	<p>The marketing strategy process</p> <p>Competitive strategy / <i>The Art of War</i> (Sun Tzu)</p> <p>Customer profiling, competitive positioning & product differentiation</p> <p>Customer research & competitive benchmarking</p> <p>Perception mapping & competitive positioning</p> <p>Customer strategy, relationship marketing & lifetime value</p> <p>SWOT analysis and portfolio management</p> <p>New product development / Marketing of new technology products</p> <p>Consultative sales techniques</p> <p>Developing a marketing led organisation</p> <p>Marketing case study</p> <p>Individual sessions - Delegates will be able to discuss their particular issues in one-on-one discussions</p>
format	<ul style="list-style-type: none">• Tutorial style presentation of concepts & techniques.• Full delegate participation in practical exercises and group work.• Exercises to help delegates apply principles in their own organisation
benefits	<ul style="list-style-type: none">• Identification of optimum competitive positioning• Development of powerful marketing strategies• Creation of a customer focused organisation

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For more details of our consultancy and training support

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