

# Marketing Skills Strategy Session

Two-day Work & Planning Session



*Manufacturers and distributors must be focused to survive in the hyper-competitive manufacturing supply marketplace. While there is no shortage of new business theories and buzzwords, there is a lack of practical, hands-on strategy, process and tools to guarantee future prosperity.*

*The Marketing Skills Strategy Session was designed specifically for manufacturers, importers and distributors of industrial products – industrial machinery, controls, components and software. Past participants have called this no-nonsense work session a “two-day MBA in Industrial Marketing”.*

*Many manufacturers and distributors have typically been “sales-based” organizations. In the future, however, they must add some marketing genius to the equation. No longer is the best product or service the winner; it is the company who “out-markets” the competition that wins! This workshop reveals industry-proven marketing strategy in a logical and easy-to-understand language using industry examples.*



*Sales-based organizations tend to be reactive in nature; waiting for customer opportunities to be discovered through the efforts of the field sales staff. Marketing-based organizations take control of their destiny through strategically planned, pro-active marketing activities. These activities are geared to drive carefully selected opportunities to their marketing-aware sales staff.*

*Anyone in your company who has an impact on customers should attend this strategy session. Please note that the knowledge gained in this session will be of limited use by employees unless management is in attendance. The concepts and issues revealed in this workshop must be applied from the top down.*

# Strategy Session Issues



*What is marketing and marketing strategy?*

*How does marketing affect Strategic Planning and Corporate Vision?*

*As a manufacturer or distributor, what is my real identity? What business model should I be following?*

*How can I focus my business on profitable niche markets?*

*Is it better to focus my business on markets or products?*

*What are the fundamental elements of the marketing process? How does each one affect current and future sales?*

*Do I really need a marketing plan? What constitutes a good marketing plan? Who should be involved in creating the plan?*

*Who should oversee and manage the marketing function? What are their responsibilities?*

*How does the marketing process compliment the selling process?*

*How can I develop targeted leads for the sales force?*

*Which is more important, customer perception or reality?*

*How will each of the following marketing concepts increase market share and competitive advantage?*

- ☐ *Market research?*
- ☐ *Market segmentation?*
- ☐ *Customer demographics?*
- ☐ *Customer database and profiling?*
- ☐ *Value and benefit creation?*
- ☐ *Company image positioning?*
- ☐ *Product and service positioning?*
- ☐ *Customer intimacy?*
- ☐ *New product development?*
- ☐ *Pricing strategy?*

*What strategies should be employed when considering advertising and promotions?*

- ☐ *Advertising objectives and themes?*
- ☐ *Media selection and cost?*
- ☐ *Media timing and scheduling?*
- ☐ *Trade magazines?*
- ☐ *In-house seminars and demos?*
- ☐ *Trade shows?*
- ☐ *Internet and e-commerce?*
- ☐ *Database marketing and Direct mail?*
- ☐ *Measuring advertising results?*

# Strategy Session Content

## **I. MARKETING – INTRODUCTION**

- *Strategic Marketing - Introduction*

## **II. MARKETING – BUSINESS MODELS & STRATEGY**

- *Business Model Selection*
- *Growth Strategy Selection*

## **III. MARKETING – APPLICATION & PROCESS**

- *Five Fundamental Marketing Applications*
- *Marketing Process vs. Sales Process*
- *Fundamental Rules of Marketing*
- *Market Research*
- *Market Segmentation*
- *Finding & Profiling Customers*
- *Value & Benefit Creation*
- *Product Positioning*
- *Product Planning & New Product Introduction*
- *Pricing Strategy*
- *Sales Distribution*
- *The Marketing Executive*
- *Strategic Marketing – The Marketing Plan*
- *Customer Satisfaction Programs*

## **IV. MARKETING – ADVERTISING & PROMOTIONAL TOOLS**

- *Definitions*
- *Advertising & Promotional Objectives*
- *Advertising Themes*
- *Media Scheduling*
- *Types of Media*
- *Advertising Media*
- *Trade Magazines*
- *Direct Mail*
- *Internet Marketing*
- *Trade Shows*
- *In-House Seminars & Demos*
- *Database Marketing*
- *Relationship Marketing*
- *Corporate vs. Product Advertising*
- *Measuring Advertising Results*
- *Media Selection Guide*

## **V. APPENDIX**

- *Business Value Disciplines*
- *Creating a Marketing Plan*
- *PAR Analysis Spreadsheet*
- *SCOPE – Customer Satisfaction Program*

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