

Seminar Marketing Essentials

Abstract

Basic seminar with the aim to understand the entire marketing management process from development of a marketing strategy to the implementation within sales. Suitable for marketing managers, sales managers, area managers and specialists from all functional areas who want to learn a systematic overall overview of the most important topics related to marketing and sales in a concentrated form, or want to increase their competence in terms of customer orientation and marketing and sales management.

Concept

Being better than others is the key to success, especially in highly competitive situations. This "better" does not refer to any objective advantages but it is mostly subjective and depends on the perception of the customer. Only benefits perceived by the customer lead to differentiation and a unique selling position in the market: better service concepts, customer-friendly solutions, more powerful brands, faster delivery, more confidence and so on. These key success factors are set in the marketing plan and implemented through appropriate marketing measures in the "marketing mix". The competition of companies, shops and brands then becomes a competition of marketing concepts. The winner is who outperform competition as to marketing. In the first part, you will learn to develop and implement better marketing concepts.

Focus areas

Marketing basics and goals

Customer orientation, customer value and the resulting market success are the central concerns of the modern marketing management concept. The implementation of this marketing culture (Customer focus) is treated practically on the first day of the seminar.

Market, customer and competitor analysis

The quality of one's marketing is always relative. Relative compared to what customers want, and relative in comparison to what the abilities of competition are. Market and competitor analysis have therefore to provide the basic information for the marketing strategy.

- Customer research
- Analysis of buying decision processes
- Market potential and market sizes
- The new customer, new media

Marketing strategy

Content, structure and essential elements of a marketing strategy will be treated on the third day of the seminar.

- Corporate Identity
- Strategic segmentation
- Public relations and brand management
- Price strategies

Product market concept

The depression and operationalization of marketing strategy takes place in the product market concept. Using numerous examples, students learn to develop product and service concepts as well as market and target group concepts. They deal with issues of innovation management, the



establishment of new local markets and internationalization.

Sales plan

Within the sales plan the appropriate concepts is laid out: What are the distribution channels? What sales system should be used – reaching from the hard-selling approach to the problem-solving approach! Which "Corporate Design" and which communication concept should be used to best position the company on the market?

Duration

As per individual arrangement, normally 2-3 days