

“Product & Services Marketing”

Training Module Objectives

For the company:

- Develop and manage marketing mix policies (products and services, prices and costs, distribution and contacts, promotion and communication) by integrating the new marketing levers provided by the digital revolution and the Web.
- Enhance sales marketing efficiency by responding to clients' needs in a more personalized way across the entire range of products or services.
- Improve client loyalty in B2B, B2C and 1to1 transactions through satisfying client needs and managing the key factors in success.

For the participants:

- Acquire the basics of operational marketing in an era of personalized marketing.
- Professionalize product and services management practices.
- Improve methods of working with service providers and marketing agencies.
- Become proficient in planning, project management and operational marketing management techniques.
- Develop an awareness of client satisfaction, client loyalty and marketing innovation.

Teaching Method

The teaching method is based both on theoretical input and practical exercises. The emphasis is placed on know-how and social skills with the aim of a professional application for the trainees (case studies, role-playing...).

The tools passed on to the trainees are drawn from management, sales, marketing and neuroscience psychology.

Participants

Target audience: sales and marketing teams.

Number of participants: groups of 2 to 12.

Duration

Basic module: 2 days (basic marketing management tools applied to your business sector).

Complete module: 6 days (B2B, B2C, 1 to 1...).

Location and Teaching Materials

Location: at your premises or an off-site location in the city of your choice.

Materials: provided by you or us (room with white board, eraser, marker pens, camera, TV).

Cost

Teaching fees & expenses: price on request.

Please contact us for a detailed solution tailored to your needs.

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