

Course Name: How to Use Marketing Correctly in Markets to Overcome Competition

Reference Code: Sal 103

About the course:

This training course will feature:

- Key principles and practices of B2B marketing
- A structured marketing process
- Valuable tools and how to use them
- How to create a marketing mix
- How to adopt a market-focused approach
- Real examples of how to apply

Course Objective:

By the end of this training course you should be able to:

- Help your company to use marketing effectively
- Know how to overcome price competition
- Win customers and build better relationships
- Increase your company's credibility among stakeholders
- Prioritise marketing actions and give clear direction
- Avoid wasteful marketing and increase profit margins

Who Should attend?.

This training course is suitable for a range of professionals and will greatly benefit:

- Leaders who need to know that marketing is not just communications
- Senior managers who have to guide their company in the market
- Managers from non-marketing disciplines who don't understand marketing
- Executives who want to know how marketing works
- Sales managers who need to win marketing support

Kingdom of Saudi Arabia

101 Business Tower, 8th Floor
Al Jubail 35513, Bldg# 9278 ,KSA
Tel.: +966 13 361 5552

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Khobar Gate Tower
King Fahad Street , Khobar 31952
Tel.: 00966133308334

Course Methodology:

This training course is designed to be a hands-on, stimulating experience. The training course is highly interactive with many discussion and practice sessions.

- ☐ Relevant computer simulations and videos .
- ☐ Copies of all presentation material.
- ☐ Variety of Learning Methods.
- ☐ Pre-test and final test.
- ☐ Case Study
- ☐ Training Groups.
- ☐ Presentation.
- ☐ Lectures

Course Outline:

Day One: What Marketing is and How to Apply it?

- How B2B marketing differs from consumer marketing
- From product and sales-focused to market-focused
- Key principles that underpin B2B marketing
- Twenty tips for successful B2B marketing
- Building relationships to win preference
- Getting buy-in from colleagues

Day Two: You Need a Process and a Plan to Succeed in the Market

- Aligning marketing, business strategy and brand
- The marketing process and structure

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- Understanding the market, customers and competitors
- Identifying the real customer needs
- Identifying and prioritising the key success factors
- Constructing the B2B marketing plan

Day Three: Establishing Marketing Goals and How to Achieve Them

- Clarifying marketing objectives
- Developing a clear B2B marketing strategy
- Prioritising people to target and the purpose
- Constructing an integrated B2B marketing mix
- Integrating the mix to deliver superior value
- Getting others to contribute and support it

Day Four: How to Innovate and Manage Products and Solutions through the Life-cycle and Price them Correctly?

- Applying the product life-cycle concept
- Managing the B2B product portfolio
- New product development and screening
- Creating superior B2B value-propositions
- Proving value and overcoming competitors' prices
- Using price and defining pricing strategy
- Understanding cost-plus, break-even and contribution pricing

Day Five: Using Marketing Communications, Distributors and Service in the Marketing Mix

- Essential guidance on applying marketing communications
- Combining communications tools and messages effectively
- Marketing to, and through, distributors
- How to offer service and charge for it
- Integrating the sales function with marketing
- Measuring marketing outcomes and applying control
- Creating and justifying the marketing budget

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Time: 08:00 AM -03:00 PM Numbers of hours: 35 Hours

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