

## 2008 Training Calendar

Course Number	Course Title and Description	Date(s)	Who should attend	Fee
1	<p><b>Ultimate Customer Service Solution</b></p> <p>Service quality is hugely impacted by the people who deliver the service to customers. What happens at that encounter when the service is being provided and consumed, appropriately termed the moment of Truth” is crucial in customers’ perception of service quality. In many cases people provide the service. This course will improve the ability of participants to meet and exceed customers’ expectations in service delivery. It is for all customer-facing staff.</p>	31 <sup>st</sup> January – 1 <sup>st</sup> February	<ul style="list-style-type: none"> <li>All customer-facing staff</li> </ul>	₦48,300
2	<p><b>Marketing Introduction</b></p> <p>A marketing immersion course for managers who do not have marketing background as well as those with marketing background but, nevertheless, need to refresh themselves on marketing fundamentals. It is particularly suited to organisations seeking to adopt the marketing concept which puts the customer at the centre of an organisation’s solar system.</p>	21 <sup>st</sup> – 22 <sup>nd</sup> February	<ul style="list-style-type: none"> <li>Non-marketing managers from all functions</li> <li>Those who want to refresh on marketing fundamentals</li> </ul>	₦55,125
3	<p><b>Brand Marketing Planning for Market Leadership</b></p> <p>The approach to brand marketing planning in this course is a systematic one which emphasises logic, process, framework and analysis of information about the market, the environment and the consumer. This course is ideal for brand/marketing managers and other executives who have significant brand stewardship responsibilities in packaged goods and service companies.</p>	26 <sup>th</sup> , 27 <sup>th</sup> & 28 <sup>th</sup> March	<ul style="list-style-type: none"> <li>Brand managers, senior brand and marketing managers.</li> <li>Marketing planning managers</li> <li>Client service and account managers in marketing communication agencies</li> </ul>	₦78,645
4	<p><b>A Strategic Approach to Integrated Marketing Communications: Taking You to Level 3</b></p> <p>Based on the stages in the consumer purchase process, Level 3 implies an approach that is different from the thematic and mechanical. When this is crossed with the idea of connect space, powerful insights and procedures are generated to enable marketing communicators influence their target market efficiently and effectively. This course is ideal for people in brand management, marketing communications and marketing media management.</p>	24 <sup>th</sup> – 25 <sup>th</sup> April	<ul style="list-style-type: none"> <li>Brand managers, senior brand managers and marketing managers</li> <li>Client service managers and account managers in marketing communication agencies</li> <li>Media planners</li> </ul>	₦65,625

5	<p><b>Strategic Application of Sponsorship and Events</b></p> <p>The classical 4Ps of marketing, with the promotional element particularly in mind, are said now to be inadequate for a marketer's job. This is arguable. What is certain is that a number of factors such as the increasing sophistication of the consumer/customer as well as developments in ICT have given rise to new media opportunities and increased the importance of some of the old ones. Sponsorship locates in the latter category</p>	22 <sup>nd</sup> – 23 <sup>rd</sup> May	<ul style="list-style-type: none"> <li>• Marketers and marketing organizations</li> <li>• Media owners</li> <li>• Content providers</li> </ul>	N57,225
6	<p><b>How and Why Service Marketing is Different</b></p> <p>The fact that service marketing is different from the marketing of goods is rooted in their very characteristics. The special characteristics of services are examined and their implications for marketing strategy, planning and implementation are explained. It is ideal for brand managers, marketing managers, client service in marketing communication agencies, and all those who have direct input into the design and delivery of services.</p>	26 <sup>th</sup> - 27 <sup>th</sup> June	<ul style="list-style-type: none"> <li>• Marketing managers, sales managers and key account managers in service organizations</li> <li>• Marketing communication agencies staff in planning, client service and creative departments</li> <li>• Operations staff in service organizations.</li> </ul>	N65,625
7	<p><b>Just How Differentiated is Your B2B Marketing Strategy?</b></p> <p>B2B marketing is commonly approached the same way as B2C marketing even though they are vastly different. This course highlights the significant differences and articulates a framework for formulating B2B marketing strategy which duly recognises these differences. It is eminently suited to senior executives in marketing and sales functions in physical goods and service industries.</p>	10 <sup>th</sup> – 11 <sup>th</sup> July	<ul style="list-style-type: none"> <li>• Managers of B2B organizations in sales and marketing</li> <li>• Clients service and planning personnel in marketing communication s agencies that work for B2B companies</li> </ul>	N65,625
8	<p><b>Making Advertising a Competitive Advantage</b></p> <p>Advertising is arguably the most visible part of marketing as marketers proclaim and show their proficiency or lack of it in the various media. Advertising is certainly a great contributor to the success of brand building. It is therefore important that brand managers and marketing communications managers are adept at formulating marketing communications strategy; that they understand the principles of advertising and media strategy, amongst other things, in order to deliver in this function.</p>	24 <sup>th</sup> – 25 <sup>th</sup> July	<ul style="list-style-type: none"> <li>• Brand managers</li> <li>• Client service staff in marketing communication agencies</li> <li>• Media planners</li> </ul>	N57,225

9	<p><b>Key Accounts: How to Identify and Manage them for Profit</b></p> <p>Can you take a bet, not just gamble, on the customers that would help realize your business aspirations into the long term. Participants would learn how to analyze their customer markets, use proprietary software to identify and select key accounts (in development and maintenance modes) and develop strategies and plans that result in a preferred supplier status for their companies. They would also acquire basic KAM project management skills that ensure effective alignment of supplier-customer resources and relationships for mutual profitable growth into the long term.</p>	28 <sup>th</sup> – 29 <sup>th</sup> August	<ul style="list-style-type: none"> <li>• Key account managers</li> <li>• National sales managers</li> <li>• Business development managers</li> </ul>	₦68,145
10	<p><b>How to Meet and Engage a Customer Successfully</b></p> <p>Successful selling depends on attitude, techniques and skills as well as process. This course delivers learning that will help participants develop the right attitude, acquire proficient techniques and skills and adopt a proven process. It is for salespeople and sales leaders.</p>	18 <sup>th</sup> – 19 <sup>th</sup> September	<ul style="list-style-type: none"> <li>• Sales reps</li> <li>• Sales supervisors</li> <li>• Sales managers</li> <li>• Sales training managers</li> </ul>	₦65,625
11	<p><b>A Practical Guide to Marketing Research</b></p> <p>The aim of this course is to enable participants provide direction to the research agency as an external resource, give managerial leadership for internal appreciation and utilization of research results. It is suitable for marketing personnel in fmcg companies and client service in marketing communication outfits.</p>	16 <sup>th</sup> – 17 <sup>th</sup> October	<ul style="list-style-type: none"> <li>• Marketing research managers</li> <li>• Brand and senior brand managers</li> <li>• Communication managers</li> </ul>	₦61,530
12	<p><b>Direct Marketing for Profitable Customer Relationships</b></p> <p>How do you determine the worth of your customers to your business? Are they all of the same value? The course provides answers to these crucial questions and more. Concepts and frameworks for acquiring, nurturing and managing customer profitability into the future will be discussed and applied.</p>	20 <sup>th</sup> – 21 <sup>st</sup> November	<ul style="list-style-type: none"> <li>• Marketing and sales people who are responsible for complex solutions (non-fmcg type of products and services)</li> </ul>	₦65,625

## Specials: Call Matthew on 07028415724

A	<p><b>Selling with Insight</b> At the bottom of it all, selling is about influencing the other party. In order to sell successfully, it is important that salespeople know their personality style and how they come across to others. And it is critical that they are able to temporarily “flex” their style to communicate differently with a variety of customers. This programme will help them gain the knowledge and develop these skills.</p>	2 Days	<ul style="list-style-type: none"> <li>• Sales reps</li> <li>• Sales supervisors</li> <li>• Sales managers</li> </ul>	<p>₦57,225 -</p>
B	<p><b>Ask for the Order</b> Salespeople have the ultimate responsibility for bringing all their selling activities to a successful close. And closing is all about asking for the order. A salesperson who does not ask for the order will return a low probability of closing. Why would they not ask for the order? What strategies can be used to overcome their reluctance to ask for the order? This course provides the answers. It's all about closing</p>	1 Day	<ul style="list-style-type: none"> <li>• Sales reps</li> <li>• Sales supervisors</li> <li>• Sales managers</li> </ul>	<p>₦28,350</p>

Note: All courses are non-residential and also available as an in-house delivery for a minimum of 10 participants.

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