

Workshop Title	<b>Strategic Marketing Management</b>
Workshop Duration	2 Days
Workshop Description	With the advent of globalization and the new economy, the world's market is becoming a single market and the competition is ever increasing. The Strategic Marketing Management workshop is an advanced marketing workshop that is beyond basics and fundamentals. It takes a closer look at the key strategies, customer insights and knowledge that are invaluable to the success of an organization.
Who Should Attend?	<ul style="list-style-type: none"> <li>• CEOs</li> <li>• Marketing/ Sales Directors</li> <li>• Marketing/ Sales Managers</li> </ul>
Workshop Learning Objectives	<ul style="list-style-type: none"> <li>• To understand the importance of Strategic Marketing Management and exceeding customer delight;</li> <li>• To appreciate what it takes to be a successful marketer;</li> <li>• To develop strategic plans and applications;</li> <li>• To develop techniques for managing a marketing team.</li> </ul>
Workshop Outline	<p><b>Module 1: Introduction to Strategic Marketing Management</b></p> <ul style="list-style-type: none"> <li>• What is Strategic Marketing Management and Exceeding Customer Delight</li> <li>• The Challenges and Trends of the Current Marketing Environment</li> <li>• The 5 Characteristics of an Effective Strategic Marketing Manager</li> </ul> <p><b>Module 2: Strategic Marketing Planning</b></p> <ul style="list-style-type: none"> <li>• Formulating a Long Term Strategic Marketing Plan Supported by a Clear Mission and Vision</li> <li>• Preparing and Communicating the Marketing System to the Staff by Establishing Effective Strategic Marketing Organization Structure</li> <li>• The Power of Strategic Thinking in Achieving Goals</li> </ul>

	<p><b>Module 3: Strategic Marketing Objectives and Strategies</b></p> <ul style="list-style-type: none"> <li>• Setting Long Term Marketing Objectives, Establish Annual Goals and Confirming Quarterly/ Monthly Targets</li> <li>• Generating a Range of Practical Strategic Marketing Strategies</li> <li>• Designing and Developing a Control System to Monitor Marketing Performance</li> </ul> <p><b>Module 4: Developing Strategic Positioning &amp; Propositions</b></p> <ul style="list-style-type: none"> <li>• The Claim, Unique Feature, Promised Benefit and Nail Down</li> <li>• Creating Attention, Interest, Desire and Action (AIDA)</li> <li>• Creating the “MILLION DOLLAR PITCH”</li> </ul> <p><b>Module 5: Developing Marketing Strategies</b></p> <ul style="list-style-type: none"> <li>• Positioning &amp; Differentiating the Market Offering</li> <li>• Setting the Product &amp; Branding Strategy</li> <li>• Managing the Total Relationship Marketing Strategy</li> </ul> <p><b>Module 6: Strategic Relationship Building</b></p> <ul style="list-style-type: none"> <li>• The Buyer Investment – Information, Time and Trust &amp; Marketing Professionals Investment – Present/ Future Needs</li> <li>• Identifying and Selecting Key Customers Meriting Relationship Marketing</li> <li>• Working with Customers to Develop a Win-Win Situation for Mutual Benefit and Profitability</li> </ul>
<p>Training Methodology</p>	<p>The training methodology will include short high impact lectures, extensive role-plays, exciting games, thought provoking activities, presentations, discussions, idea sharing with continuous evaluation and real-time feedback from the facilitator.</p>