

“How to Market your Service Business” (in either 3, 5 or 6[#] day versions)**AKA “Mastering the Service Advantage”**

An intensive grounding in the special techniques for marketing when the ‘Product’ is a service or uses service to provide the ‘Added Value’ that creates the Competitive edge, either in Consumer and/or Business to Business markets

The Issues

In the developed economies of the world:

- Over 70% of GDP is from firms in the Service Sector (& c80% of all employment).
- Service, and ‘Service Products’ and their businesses are fundamentally different from those of ‘Goods’ and this has a critical impact on the way they should be marketed.
- Service Markets are highly competitive, dynamic and hostile, only firms with competent marketers will survive.(Tom Peters)
- Because 90% of all team members in service organisations interact with customers (the mirror image of firms marketing ‘Goods’), Internal Marketing is a critical issue in this sector.
- “The more ‘Intellect’ is part of the product, the more critical (Marketing Planning) becomes to survival” (George Magg, V.P. Strategic Planning 3M).

Key Participant Benefits

Through working on current case projects Participants learn by doing and gain a practical understanding of:

- ♦ Marketing applied to a Business in the ‘Service’ Sectors today,
- ♦ How best to contribute to the marketing of the service related aspects of their organisations’ business,
- ♦ The application of the ‘Service Product’, service marketing mix, and service marketing strategies,

So as to gain a competitive advantage in the market place.

What Participant will be able to do on completion

By the conclusion of the course (including completion of the reading supplied) participants should be able to make a meaningful and substantial in-put to the marketing process of their service business.

[#] This is delivered as two modules with a project between, this can be either a 2x3 day, or a 4+2 day format.

Participant Profile

Anyone within their first three years, with a marketing responsibility in an Organisation (commercial or 'not-for-profit') that provides services to a Consumer or Business to Business marketplace, or is about to be appointed to such a position.

They should have either:

- ♦ four or more years experience of general business management interacting with sales or marketing functions,
- OR
- ♦ be a business studies graduate (preferably with a marketing option),

The course is relevant to every Business or other Organisation that has to face competition in the Service Sector. That is to say:- from a Chain of Hair Salons, through Tourism and Transport, Engineering & Design, Building Services & Facilities Management, Financial Services, Consultancy, a Training business, to a Law Practice Or for that matter any other business where an intangible service is either THE PRODUCT or a major part of its 'Value Added'.

The Course will cover (5 & 6 day versions)

- **The Basics of Relationship Marketing:**
- **Service Marketing Strategies:**
- **The Service 'Product':**
- **Service Marketing:**
- **The Service Marketing Mix:** The 4 'P's plus elements of the 'Extended Mix'
- **Introduction to Service Marketing Strategy¹:**
- **Introduction to the Service Marketing Plan:**
- **Segmentation Issues:**
- **Forecasting for a Service Business:.**
- **Promoting a Service Business:**
- **Service Pricing Strategies²:**
- **Beyond Exceptional Customer Service¹:**
- **Marketing/Customer Information Systems for the Service Business:**

¹ 5 & 6 day courses only

² 4, 5 & 6 day courses only

The Training Method

Case-work:

On the 5 or 6 day 'Open' courses, where participants are drawn from different parts of the service sector, a variant will have each participant bring their own case problem to the course and work on it in steps together with the other members of their course syndicate (i.e. they all help each other).

A company specific case can be created (at extra cost) for courses where participants are drawn from the same company.

However, where required by the problems of maintaining confidentiality because participants are present from competing companies, a standard course case can be used.

Participants will work on the chosen case in syndicate groups and in stages throughout the course, making a final presentation followed by a workshop session, on the concluding afternoon.

Training Style

Via a pre-course questionnaire the content of each course is 'slanted' to suit those participating, both in terms of the examples used to illustrate and the issues current in the Professional Advice / Service Business sectors represented on the course.

Pre-course reading is followed by a lively combination of workbook, project and case based seminars, buzz-groups, discussions and individual exercises (*as time and content allows*).

The course is complemented by a selection of relevant reading.