



STRATEGIC MARKET ANALYSIS

Why this program?

“An organization’s ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.”

Jack Welch

Internally focused companies fail. Companies who invest time and treasure to understand the external environment—customers, competitors, regulations, technology, etc.—are far more likely to create superior customer value, profitably. As the rate of change accelerates your ability to understand the markets and what drives them is a key determinant of your firm’s short- and long-term success. How else could you make informed decisions?

STRATEGIC MARKET ANALYSIS will introduce you to the techniques for developing and managing marketing strategy. Software tools covered in class will help you bridge the gap between marketing objectives and marketing strategy. Your new knowledge will enable you to make better marketing decisions and to create more focused marketing strategies to achieve your revenue, market share, and profitability goals.

STRATEGIC MARKET ANALYSIS will help you better learn about the opportunities that exist in the marketplace so that you can rapidly translate that learning into profitable action.

PROGRAM OBJECTIVES

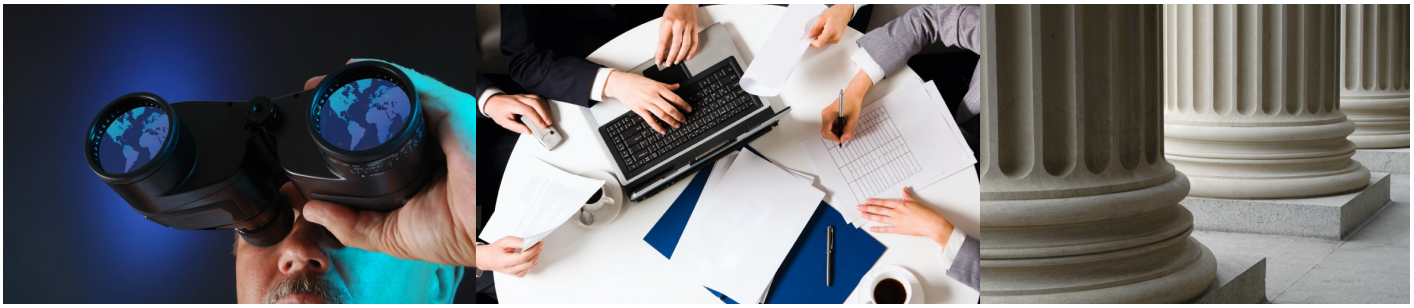
STRATEGIC MARKET ANALYSIS is the underpinning of sound marketing—knowledge and insight of markets, customers, competitive position and customer value are the building blocks you can use to confidently make strategic decisions about market growth and market share strategies, and how to create value profitably in fast changing and competitive markets.

Following your active involvement in this intensive two-day program you will return to work better able to:

- Analyze market opportunities
- Discover the drivers of market share in your industry
- Identify and prioritize the most promising market segments for your firm’s product offering
- Examine your product’s competitive position in the marketplace versus rivals on key attributes from the customer’s perspective
- Perform a market-perceived value analysis as the foundation to creating a unique value proposition

How have past participants responded?

- *“Very useful to ensure scientific discipline for management decision-making.”*
- *“A course I can use to develop useful strategies to assist me in my day-to-day job.”*
- *“Structured, insightful, focused.”*
- *“Finally allowing us to bring tools and a consistent approach to decision-making.”*
- *“Provides good analytic framework for establishing market strategies.”*



What will you learn?

In this two-day STRATEGIC MARKET ANALYSIS program you will be exposed to and work with the key concepts and tools required for high-quality market analysis, including:

MARKET CULTURE: THE FOUNDATION OF SUPERIOR BUSINESS PERFORMANCE

- Examining this important strategic concept and its short-run and long-run link to superior business performance.
- Developing strategies to use market culture to grow your sales and profits.

MARKET POTENTIAL ANALYSIS

- Creating a strategic market definition to uncover all products that are potential substitutes for the market now being served by defining the core need.
- Uncovering the current and untapped market sizes and barriers to serving the larger market.
- Estimating the current stage in the product life cycle and the implications for marketing decisions.

MARKET SHARE POTENTIAL ANALYSIS

- Understanding the buyer behavior model for your industry.
- Identifying the market share drivers relevant to your market.

SEGMENT ATTRACTIVENESS ANALYSIS

- Understanding the different needs and relative value of your offering by segment.
- Developing segment priorities.

COMPETITIVE POSITION ANALYSIS

- Uncovering customer-based competitive positions for key rivals and your offering.
- Developing options for repositioning.

CUSTOMER VALUE ANALYSIS

- The crucial role of customer perceived value in acquiring and retaining profitable customers.
- Graphically displaying value differences for deeper understanding and better internal communication.
- Identifying and selecting actionable value creation options.

“Overall I would rate this course a 10, as it is one of the best I’ve been on in years. This is a result of being able to study a business case and utilizing the [software tool] we were able to apply the concepts immediately and understand how this approach could be used in our environment. The benefits of this course were understood immediately [by my team] and we could hardly wait to get back to the office to apply it to our real-life situations.”

[This program] helps complement the art of marketing with just enough science to make marketing decisions easier.”

Kelly Laverty
Director of Product Management
Bell Canada

Who Should Attend?

STRATEGIC MARKET ANALYSIS is for business professionals with a strong marketing foundation and for other experienced business professionals wishing to develop improved skills in this important topic. Both individual contributors and those with direct reports will benefit.

Participant titles may include, but are not limited to:

- Product Manager
- Marketing Manager
- Pricing Manager
- Marketing Specialist
- Channel Manager
- Market Research
- Business Development



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