Developing your Professional Marketing Skills
The 3 Success Factors for Marketers

Target audience
All marketing professionals

Pre-requisites
Proven marketing experience

Objectives
- Harness marketing best practices in an international context
- Develop your interaction and persuasive skills within your company
- Create value for your customers and thereby for your company

Benefits for the company
- Efficient and effective marketing professionals who:
  - Market more creatively
  - Steer their projects to successful completion
  - Stay a step ahead with innovative solutions
  - Gain an edge through innovation and a more attractive image
- Shorter time to market

Special features of this course
The In3 Marketer: the three qualities that effective marketing professionals share

On-the-job benefits
- Sharper analysis
- Faster decisions
- Greater persuasive power
- More creative energy with a pragmatic slant
- Richer all-round marketing operations

Key points
- Assessments both before and after the course
- E-learning modules accessible for 1 year
- Personalised support throughout your course

Programme

Objectives
- Create value for your customers and thereby for your company
- Develop your interaction and persuasive skills within your company
- Harness marketing best practices in an international context

Pre-requisites
Proven marketing experience

Target audience
All marketing professionals

The In3 Marketer: the three qualities that effective marketing professionals share

Intelligence: the ability to analyse facts and distil the essential ones
- Decision making
- Forecasting
- Marketing strategy and excellence
- Marketing decision-making

Innovation: thinking creatively and realistically
- New strategies
- New products
- New markets
- New segmentation

Interactivity: listening and persuading
- Understanding the challenges down the road
- Building support for your projects
- Leading a marketing community

Three 30’ e-learning modules +
- How In3 marketers create value
  - Understanding the concept of customer equity
  - Selecting relevant criteria that have an impact on customer potential
  - Evaluating customer potential to define your marketing strategy
- Aligning objectives with market forecasts
  - Producing realistic forecasts
  - Carrying out a precise gap analysis
  - Defining marketing actions and objectives
- Developing consistency through marketing strategy
  - Identifying marketing strategy steps
  - Segmenting your markets
  - Defining targets with potential
  - Positioning offers and brands

Two-day classroom course +
1. How In3 marketers create value
   - Understanding the concept of customer equity
   - Selecting relevant criteria that have an impact on customer potential
   - Evaluating customer potential to define your marketing strategy
2. Aligning objectives with market forecasts
   - Producing realistic forecasts
   - Carrying out a precise gap analysis
   - Defining marketing actions and objectives
3. Developing consistency through marketing strategy
   - Identifying marketing strategy steps
   - Segmenting your markets
   - Defining targets with potential
   - Positioning offers and brands

Key points
- Assessments both before and after the course
- E-learning modules accessible for 1 year
- Personalised support throughout your course
Developing your Professional Marketing Skills
The 3 Success Factors for Marketers

Target audience
- All marketing professionals

Pre-requisites
- Proven marketing experience

Objectives
- Harness marketing best practices in an international context
- Develop your interaction and persuasive skills within your company
- Create value for your customers and thereby for your company

Benefits for the company
- Efficient and effective marketing professionals who:
  - Market more creatively
  - Steer their projects to successful completion
  - Stay a step ahead with innovative solutions
  - Gain an edge through innovation and a more attractive image
  - Shorter time to market

Special features of this course

The In3 Marketer: the three qualities that effective marketing professionals share

Intelligence: the ability to analyse facts and distill the essential ones
  - Faster decisions and clearer marketing process management
  - Innovation: thinking carefully, creatively and realistically
  - Marketing strategy excellence and a competitive edge to build a competitive and innovative offer

Interactivity: listening and persuading
  - Understanding the challenges down the road, building support for your projects and leading a marketing community

Innovation: thinking carefully, creatively and realistically
  - Creating value for your customers and thereby for your company
  - Harnessing marketing best practices in an international context
  - Leveraging marketing strategy excellence and a competitive edge to build a competitive and innovative offer

Programme

Three 30’ e-learning modules
- Using customer equity to create value
  - Understanding the concept of customer equity
  - Selecting relevant criteria that have an impact on customer potential
  - Evaluating customer potential to define your marketing strategy
- Aligning objectives with market forecasts
  - Producing realistic forecasts
  - Carrying out a precise gap analysis
  - Defining marketing mix issues and objectives
- Developing consistency through marketing strategy
  - Identifying marketing strategy steps
  - Segmenting your markets
  - Defining targets with potential
  - Positioning offers and brands

Two-day classroom course
1. How In3 marketers create value
   - Intelligence, innovation and interactivity: the In3 marketer’s qualities to build competitive advantages
   - Creating value for the customer and for the company
   - Using customer equity to create value
2. Finding the meaning behind the analysis
   - Analyzing data to serve the company’s ambition
   - Aligning objectives through marketing initiatives
   - Measuring the risks to sharpen your edge
   - Turning information into meaningful assessment
3. Using marketing strategy to develop consistency
   - Breaking down the strategic chain: segmenting, targeting and positioning
   - Using different segmentation levels
   - The marketer as a driving force for proposals that add value

Two 30’ e-learning modules
- Launching a new product successfully
  - Acquiring a new product launch process
  - Putting together a sales argument for a new product
  - Breaking new ground with a Sales Book
  - Facilitating feedback from the field
- Leading an international marketing community
  - Operating in a transnational context
  - Organizing a community of transnational marketing specialists
  - Sharing the same methods and tools
  - Disseminating information and building up best practices

Key points
- Assessments both before and after the course
- E-learning modules accessible for 1 year
- Personalised support throughout your course