Product Management in B2B Markets
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Gain the key marketing skills you need to drive up your products profitability

How do you develop, market and sell products and services, particularly in the B2B environment? With increasing complexity, competition, price pressures, and higher client expectations, how do you make sure your offering stands out and gets the business? How do you set the right pricing in this competitive environment and position your offering? How do you phase products in and out? How do you increase market share and launch new products?

This programme gives you a firm foundation in the key aspects of B2B Marketing and Product Management and helps you clarify and communicate a clear Customer Value Proposition.

Who should attend?

If you are a new or recently appointed manager in a B2B company and responsible for product management or marketing, this programme is for you. Participants joining this programme are typically Product Managers, Brand Managers, Market or Marketing Managers, and Process Managers.

“Don’t find customers for your products, Find products for your customers.”

Seth Godin

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How you will benefit

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During and following this programme, you will learn to:

• Understand how to apply the concepts of marketing planning to your specific business planning challenges
• Define and communicate your customer value proposition(s) to your management, target customers and channel partners
• Use customer insight to make the link between your solution, customer focus, customer loyalty and profitability
• Understand the importance of segmentation, targeting and positioning to the acquisition and care of profitable customers
• Understand the impact of different value propositions on people, processes and structure and what to do about it
• Manage the customer buying process and customer relationships
• Apply service strategies to manage customer touchpoints and generate sustainable differentiation
• Network and learn from a diverse group of peers from different functions, industries and countries
• Develop a personal action plan to implement back at work
• Learn and practice new tools in case studies, practical exercises and role plays over 5 intensive days

Why is this programme different?

TOP PROGRAMME
Almost 400,000 participants have taken part in an MCE Open Enrolment programme.

PRACTICAL
Pragmatic approach to learning - learn today, apply tomorrow.

FACILITATORS
MCE’s Facilitators are experts in their field with extensive business experience.

INTERNATIONAL
Global best practice and networking with peers from across EMEA.

RECOGNISED
MCE is a top ranked learning provider with a unique offering in Leadership Skills and Business Acumen.

RECOMMENDED
95% of our clients would come back for another programme and recommend MCE.

“The workshop gave me a broad overview on product management and some insights into marketing. To explain these things, the MCE Associate often used examples from everyday life experiences, which made it easy to understand.”

Line De Kimpe, BD Biosciences, Belgium
What will you learn and practice?

Day 1 - Trends and Customer Value Propositions
Major Trends and Issues in B2B
- The sustainability imperative
- Market-driven leadership

Strategy and Customer Value Propositions
- Competitive Strategy
- Market driven planning approach

Marketing & Product Management

Day 2 - Customer Focus and Value
Customer Focus & Buying Behaviour
- What is a market-driven company?
- Power shift to customers
- Measuring and profiting from customer loyalty
- B2B versus B2C buying behaviour

Customer Value and Segmentation
- Targeting to acquire profitable

Day 3 - Market Research, Positioning and Competition
Competition, Positioning and Brand Management
- Competitive analysis
- Positioning statements, positioning criteria and perceptual mapping

Market Intelligence
- Types of market research

Innovation and Solution Development
- Challenges and strategies
- 360 degree scope of innovation

Day 4 - Managing the 4Ps & Customer Experience
Managing the Customer Experience
- The extended marketing mix
- Customer touchpoints and integrity of the customer experience
- Marketing communications
- Impact of new technologies & social networks

Pricing, Distribution and Value Chains

Day 5 - Leadership and Marketing Strategy Implementation
- Towards a market-oriented general management
- Integration of ICT and customer focused marketing strategies
- Alignment of people and processes to execute strategy
- Individual action planning

Booking details
- Duration: 5 Days
- Price: €3950

Register at www.mce.eu/PRODUCT-B2B