

## PROGRAMME FRAMEWORK

### Who should attend?

Marketing and sales staff who are held accountable for the financial results of their plans and who need to understand the financial impact of their decisions. A must for marketing and sales teams or entrepreneurs.

**Duration:** 2-day

**Date:**

**Time:**

**Venue:**

### Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Marketing and Business Strategy. Ian is a fulltime Marketing Consultant & Facilitator, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands. Ian also regularly facilitates programmes at the Gordon Institute of Business Science (GIBS).



### Introduction

Marketers need to understand the financial impact of their marketing plans. Whether you're in a down or upswing economy, return-on-marketing-investment (ROMI) is your ticket to be taken seriously in the boardroom. Take a new look at your integrated marketing communication (IMC) techniques and calculate through research, just how effective your campaign is - before, during and after. Both Business-to-Business (B2B) and FMCG approaches will be covered - so you will walk away with a broad understanding of the two classical promotional frameworks and their ROMI.

### Objectives & Outcomes

- What makes a great Marketing Organisation?
- Four Things a Service Business Must Get Right, by Francis X. Frei
- Customer Experience Management (CEM)
- Mapping out the Customer's Experience
- Distinguishing Characteristics of Service
- 10-sins of Customer Relationship Management (CRM)
- Why offer a great Service and Experience?
- Service Management is all about People
- The Service Profit Chain (Heskett, Jones, Loveman, Sasser & Schlesinger)
- Managing the Professional Service Firm
- Top-13 Customer Care Tips
- Handling Irate Customers
- Understanding The Gaps Model for Service Excellence, by A. Parasuraman, V.A. Zeithaml, and L.L. Berry
- The most powerful service research questions

**Pre-Readings:** "The Service Profit Chain", by Heskett, Jones, Loveman, Sasser & Schlesinger, HBR July/Aug 2008. (Was also published in HBR 1994.)

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