



Recession Modeling

Solid downturn strategies from a leading strategist.

2-DAY WORKSHOP

Who should attend?

"If you hold any marketing, management or sales position, you need to be here!"

Duration:

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 Sales & Marketing Management. Ian is a fulltime Marketing Consultant & Trainer, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands.



If you enhance your downturn-proofing and exploiting strategies, you will benefit in any economic climate. This power packed 2-day programme offers all business sectors protective & onslaught measures. Share in the diversity offered by various topics, where you'll have the opportunity to soak up the experience of one of South Africa's top strategists. Plus get immediate buy-in from the board, by walking away with your own downturn-resistant presentations slides on your giveaway CD. This workshop promises to be a 'reality-check' that will expand your business acumen, allowing you to exploit these turbulent times and grow your business now and in the future. It will be up to you how much you get out of the 2-days. Besides learning "How to attack your industry leader", "The 7-deadliest recession marketing sins", and "How to Market in a Downturn", Ian will also cover the following topics:

1. It's not all about the Balance Sheet & Income Statement: what about **Human Capital** (employee motivation & skills), a Strong **Customer Base**, Strength of **Brands** and a motivated **Channel-to-market**?
2. Understand how to use "**Blue Ocean Strategy**"
3. Consider withdrawing from weak **segments**. Rather focus on opportunity segments vs. low return headache segments. Alternatively, consider dropping **non-profitable** Customers in these segments or raise their price.
4. Focus on **segments** you can dominate after the recession. "*Get the targeting right and everything falls into place.*" Philip Kotler
5. Find new attractive **segments** where the competition is weaker, and **attack** these already weakened competitors.
6. Careful, some companies will **use this crisis to attack you**. So learn *how to attack your competitor, and how they will attack.*
7. Improve your service to your **valuable customers**. *Protect them by adding-value* or building in rebates.
8. Brainstorm ways to reduce the **routine cost** of servicing high-cost-clients. Phone them, don't drive there every time. (**RAM** – Remote Account Management works, and some Customers may even prefer this!).
9. **KAM**: Key Account Management – when you see a Client don't just pop-in, but **be a Management Consultant**.
10. **Product Portfolio**: withdraw weak products, and introduce (R&D) economy 'recession' products which Customers can afford, and hopefully also give you good gross profit margins.
11. Have a **broader Product Portfolio** to support each targeted segment, so whatever the economic climate, you will attract Customers.
12. **Maintain your market share** by sweetening the deal through rebates, volume discounts, customer training, freebees, free maintenance, but keep your list price high to maintain your image.
13. Choose the best **channel-to-market**. High volume at a good GP%.
14. **Advertising does not make Clients buy in the short-term**, so use sales promotions. I.e. frequency programmes, etc.

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