

New marketing of high tech products and services

WS3

How globalisation impacts marketing

SPEAKER : ÉRIC VIARDOT

DURATION

2 days

SCHEDULE

9h-17h30

FEES

1990 € *

* Fees per participant , net of VAT, including documentation and lunch.

Programme

// Corporate strategy and marketing strategy in the High Tech industry

- / Corporate strategy in the High-Tech industry
- / Company's mission
- / Strategic Business Units (SBU): definition and choices
- / Allocation of resources
- / Development plans for new business activities

// Assessing customers' needs

- / Determining customer's buying behavior
- / Estimating demand
- / Identifying competitors

// Understanding competitors' strategies

- / Analyzing competitors' strategies
- / Finding information about competitors
- / Organizing competitive analysis

// Market segmentation and positioning for strategic advantage: the peculiarities of High Tech solutions

- / The source of innovation
- / The customer grouping approach
- / The breakdown approach
- / Segmentation and Time
- / High Tech product / service strategies
- / Managing the three high tech product components
- / Product strategy over the life cycle
- / Product line strategies

// Distributing and selling high tech products / services

- / Importance of market's size and type of products
- / Assessing channel cost level of control and flexibility
- / The selling value chain
- / Prospecting for high-tech buyers

// Promotion strategies for high tech products / services

- / Promoting high tech products
- / Setting and allocating the advertising budget
- / Corporate Advertising and P.R.

// Pricing for high tech products / services

- / The fundamentals of pricing decisions
- / The new pricing modes for high tech products/services
- / The renewed importance of 'Pricing to value'

// Objectives

This seminar is a specialized program designed to help participants to diagnose, analyze and solve marketing issues in businesses that have a substantial, rapidly changing technological content. This workshop will be helping participants to:

- / Increase their ability to adapt to changes in customers, competition, and external environment
- / Improve their capacity to design and implement effective marketing strategies for high-tech products and services
- / Develop their marketing decision-making skills

// Who should attend:

Sales & Marketing Managers.
Business developers, any manager in charge of designing, implementing and controlling a marketing strategy.