

MARKETING YOUR SERVICE BUSINESS

Effective Strategies To Gain The Competitive Edge



09 & 10 December 2013

Hotel Istana, Kuala Lumpur

Led By Renowned Author & International Speaker

IAN RUSKIN-BROWN MSc., MIMgt., MCIM., DipM., FinstSMM., MMRS.

Fellow of the Institute of Sales and Marketing Management, Diplomate of The Market Research Society, Faculty Member of the Chartered Institute of Marketing and Member Of The British Institute Of Management.

Led By An Industry Guru, This Highly Rated Training Programme Will Show You How To:

- ▶ Implement Best Practice Strategies For The Service Sector
- ▶ Optimise Your Marketing Plan And Your Marketing Strategies
- ▶ Explore The Potential Of Service Portfolio Management Tools
- ▶ Understand How To Position The Service Product
- ▶ Successfully Manage The Service Delivery Process
- ▶ Apply A Customer Information System (CIS)
- ▶ Use Pricing Strategies To Indicate Service Quality
- ▶ Discover Communication Channels To Promote The Service
- ▶ Gain A Competitive Advantage In Your Service Business



VALUE ADDED INCENTIVE !

All participants will receive a copy of Ian's best selling book, **Marketing Your Service Business** as a value added incentive for attending this programme.

**HRDF Accredited
Training Programme**

Professional Training Brought To You By:



www.ingenium.asia

MARKETING YOUR SERVICE BUSINESS

The service sector accounts for around 70% of the gross domestic product (GDP) in the developed and emerging economies of the world but surprisingly little has been written, let alone taught in marketing and business schools about the different techniques and strategies required to market services successfully.

Services and service products are essentially different from goods – and require a fundamentally different approach in the marketing effort. **Compared to goods, services are more intangible, performance oriented and is more closely tied to people and relationships.** As such, traditional marketing theories no longer make sense.

In business-to-business (B2B) markets, services are not just confined to the service sector, if in reality they ever were; they are widely used by many firms in the goods sector to build value for the customer and to create the firm's critical differential advantage. For example, the USA Office of Trade has shown that some 75% of the value added in their various manufacturing sectors comes via 'services'.

Providing the customers with good services can be an effective way of avoiding devastating price competition and is also the fastest, most efficient way of building customer relationships.

In this highly rated training programme Ian Ruskin-Brown fills an important gap for practitioners who wish to understand the critical differences between goods and services marketing and the implications for planning. The course is packed with real life case histories based on many years' experience consulting to public and private sector organisations.

Offering more than just short-term selling 'tricks', this programme will provide techniques for building and maintaining a long-term profitable market position.

This is your opportunity to learn first-hand from a true marketing expert and will undoubtedly be an invaluable investment for your future success.

What Participants Have Said About Ian Ruskin Brown

Ian is an excellent instructor - his class management skills, academic knowledge on the subject of services, and business consultancy experience, add great value to the subject - **Diane McKenney, Head Of Marketing Management, IBM , USA**

Excellent course and trainer! Exceeded my objectives - **Alberi Gianna, Marketing & Communications EMEA, Reuters, Switzerland**

Marketing A Service Business - many delegates approached me after your departure to relay how impressed they were by your delivery and conduct of the session. You really know how to enthuse delegates... - **Gail Trainer, Regional Director British Hardware Federation**

This is one of the most informative marketing education classes I have attended ever - **Naohiro Tsuruta, Senior Marketing Analyst, IBM Japan Ltd.**

I would like to thank you for the excellent seminar. This is the best strategy training seminar that I have known of. I would recommend this seminar to other colleagues in my company - **Mahidi Sofian, Infrastructure Pricing, TM (Telekom Malaysia)**

A must have course for a marketing professional - **Khaled El Goghel, Pricing & Marketing Analyst, Qatar Telecom, Qatar**

Once again thanks for the very interesting and useful marketing training It certainly is one of the the best training courses I've done. I'll warmly recommend it to my colleagues - **Tuomas Holta, Marketing Manager, NOKIA, UK**

I talked to the members of my sales operation and they were all unanimous in their praise of your professional approach. Above all else they had fun during your course - **Chris Powel, President, Royal Mail Inc, USA**

Early Bird Rebate !

Register By 08 November 2013 And SAVE RM 500 /= On The Training Investment!

MARKETING YOUR SERVICE BUSINESS

WHO SHOULD ATTEND?

- Marketing Managers & Directors
- Pricing and Market Research Managers
- Product Development Managers & Directors
- Brand Managers & Directors
- Advertising Managers & Directors
- Business Development Managers & Directors
- Promotion Specialists and Managers
- Sales and Accounts Managers
- Marketing Consultants

KEY TOPICS

The Basics Of Relationship Marketing

- The 'ladder of loyalty'
- How to recognise customers who are friends, advocates, members and partners
- Successfully managing customer's potential in your business

Service Marketing Strategies

- The service life cycle
- Insights into the techniques and potentials of the various portfolio management tools

The Service 'Product'

- Gaining the competitive advantage – positioning the service using the 'Levitt construct'
- The importance of recognising which aspects are generic, expected or augmented

Forecasting For A Service Business

- Managing the resource capacity for a services business
- Trend analysis and soothing techniques
- Rolling the forecast forward

Promoting A Service Business

- Importance of recognising key 'message sources'
- Taking advantage of a successful promotions mix, advertising
- Using the Promotions Campaign Workbook

Beyond Exceptional Customer Service

- Introducing 'beyond extraordinary customer service'
- Setting and monitoring delivery standards
- Behavioural models for managing 'The moments of truth'

Marketing Information Systems (MISs) And Customer Information Systems (CISs)

- Keeping abreast of customer trends, satisfaction levels and competitor activity
- Gathering data via qualitative versus quantitative monitoring techniques
- Benchmarking

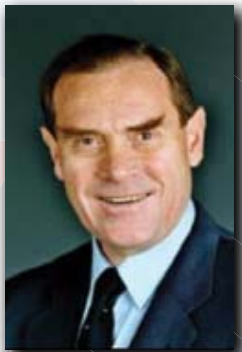


Review On The **MARKETING YOUR SERVICE BUSINESS** Book

An enlightening and rewarding read. All the nuances of segmentation, positioning, pricing, promotion, service delivery and gaining customer feedback in a service context are explored, and Ruskin-Brown even adds a couple of new elements to the mix – time and resource. The book is aimed squarely at the practitioner and is full of useful case studies. Those looking for expert advice on marketing their service business or using services to gain a competitive advantage need look no further than this accessible and useful guide.'

- The Marketer magazine, Chartered Institute of Marketing.

YOUR EXPERT PROGRAMME DIRECTOR



Ian Ruskin-Brown is an academic, a practising and

IAN RUSKIN BROWN

MSc. MIMgt. MCIM. DipM. FinstSMM. MMRS

Ian Ruskin-Brown is an academic, a practising and incurable businessman, author, and corporate trainer. Over the last thirty years he has built an enviable reputation as a leading international consultant in marketing, pricing and sales management.

Ian is a visiting Associate Professor at the Corporate University of S.T. Microelectronics in France, a Fellow of the Institute of Sales and Marketing Management, Diplomate of the Market Research Society, Faculty Member of the Chartered Institute of Marketing, and Member of the Business Graduates Association of MBA's as well as the British Institute of Management. He saw active service as an officer and sometime helicopter pilot in HM Royal Marines Commandos, before becoming a practising, if slightly unconvinced civilian.

Ian's business career has a strong bias towards Marketing Management in the operational field and planning functions, working for such firms as Lyons & Co., Reed Paper Group, Trebor Sharpes, Esso Petroleum, Goodyear Tyre & Rubber to name but a few. Since 1973, his career has oriented towards the academic and consultancy, working as a Senior Lecturer at the University of the South West, with visiting lectureships at the universities of Bath, Bristol, Oran (Algeria) and South Wales.

Ian is a long-time Member of the Faculty of the Chartered Institute of Marketing (CIM), the institute's training arm. For several years he was a speaker on the FCO Management Training Programme for those taking post as Commercial Attachés in U.K. Embassies overseas.

Until recently he was a member of the IBM International Business School. Currently he is part of the faculties of the Management Centre Europe in Brussels and the Singapore Institute of Management. He has recently worked world-wide for Nokia Networks, Texas Instruments, Securitas, Amadeus, Chevron Texaco, Alfa Laval and Sime Darby.

Ian has specialised in the high technology and financial service industries and has carried out much in-house work, at home and abroad, for a wide range of firms providing such products and services, all of which experience has gone into his writing. Ian has to date published three books entitled Mastering Marketing, Marketing your Service Business and Practical Pricing for Results. He is also the co-author of The Professional Advisor's Guide to Marketing. His next book, Strategic Key Accounts Management is due out in 2014.

Before taking up directorships in several successful market research companies like MSS Market Research Ltd. and Mercator Ltd, Ian worked as an independent consultant, being involved in consumer, industrial, government policy and tourism projects, often acting in the dual capacity of consultant and project leader.

Ian, who resides in Windsor, England has trained and consulted numerous Malaysian and Asian organisations in marketing and pricing strategies over the past 20 years. This will be the 4th consecutive year he will be conducting the Marketing Your Service Business training programme in Kuala Lumpur.

TEAM PARTICIPATION IS HIGHLY ENCOURAGED !

To ensure successful implementation of the learning and competencies acquired, Ingenium will encourage team learning by providing a group attendance package of 3 + 1, meaning participating organisations can register 4 participants for the price of only 3 !

Fellow of the Institute of Sales & Marketing Management

Diplomate of the Market Research Society

Visiting Assoc. Professor at the STM University

Faculty Member of the Chartered Institute of Marketing (CIM)

Member of Business Graduates Association of MBA's

Member of the British Institute of Management

Ian Ruskin Brown is the best selling author of



Mastering Marketing



Marketing Your Service Business



Practical Pricing for Results

MARKETING YOUR SERVICE BUSINESS

Course Timings:

Registration will commence at 0800 on the first day. The course will commence at 0900 and conclude at 1700 each day. Luncheon and refreshments will be served at appropriate intervals.

Agenda Day One

INTRODUCTION TO MARKETING A SERVICE

- The planning cycle for contrasting marketing of goods and services
- Most valuable assets for organisations providing a service
- Relationship Marketing and the use of service products for competitive advantage
- The discipline and practice of customer orientation
- McDonald's definition of the marketing process
- The 'ladder of loyalty' and the power of the 'advocate' and the 'partner'

Exercise: Applying the principles into a case study

DEFINITION OF SERVICE PRODUCTS

- How services differ from goods and challenges to overcome for a marketer
- Service marketing mix
- Classifying service products
- Use of the unique aspects of a service product.
- Ten elements of the service marketing mix
- Three axis of service tangibility and physical evidence

Exercise: Debriefing and case study

THE WHY AND WHERE OF SERVICE

- The service spectrum: classifying a service
- The Levitt construct and its application to a service business
- How to identify which aspects of the service can add value
- The drive to value-based marketing of tangible goods

Exercise: Nominating and describing expected and augmented service product

THE SERVICE PRODUCT AND ITS POSITIONING

- Positioning the service product
- The principles of capacity management when delivering a service product
- The resource dilemma
- Making the service tangible

Exercise: Learn dealing with resource dilemma

THE SERVICE PROCESS

- Delivering the service
- The need for 'scripting process'
- 'BluePrint' - the tool of the service process
- Exploring the service spectrum
- How the service spectrum can influence service strategy

Exercise: Working on a Blueprint case study

FORECASTING AND MANAGING SERVICE RESOURCES

- Forecasting future service demand
- The forecasting techniques
- The types of trend analysis
- Leading and lagging indicators

END OF DAY ONE



MARKETING YOUR SERVICE BUSINESS

Agenda Day Two

SEGMENTING A SERVICE MARKET

- Why and how a market can be segmented for a service product
- The need for a focus
- Types of segmentation - from niche to micro segment

PROMOTING A SERVICE

- The process of Marketing Communications (MarComs)
- The MarComs mix for the service sector
- Which elements suit services more than goods
- A service business's message sources
- How to organise a MarComs campaign
- Dealing with editorial publicity

Exercise: Case study on service MarComs. Naming the message sources.

PRICING STRATEGIES FOR THE SERVICE SECTOR

- The basic principle of pricing a service vs. a good
- Ten basic pricing strategies and their application
- Value based approaches
- Pricing the intangible
- Price as an indicator of service quality
- The dangers of discounting

Exercise: Which service strategies suit your business?

THE IMPORTANCE OF A CUSTOMER INFORMATION SYSTEM (CIS)

- Market and customer information system
- How to set up a Customer Information System (CIS) - the do's and don'ts
- Using the appropriate data capture instruments
- Getting and evaluating feedback

Exercise: Evaluating customer questionnaires

MANAGING BEYOND EXTRAORDINARY CUSTOMER SERVICE

- The basics of customer care
- Creating and managing excellent customer service
- The advantages of a customer care workbook

THE SERVICE MARKETING PLAN

- Brief overview of the market strategic analysis
- The principles of marketing planning - SWOT analysis
- Key factors for success
- Exploring strategic approaches
- Designing a model for a case solution
- Creating an ideal format for a marketing plan for the service sector

Exercise: Syndicate work on designing a marketing plan for your service sector

Course Round Up

Q & A

Certificate Presentation

END OF PROGRAMME





MARKETING YOUR SERVICE BUSINESS

09 & 10 December 2013
Hotel Istana, Kuala Lumpur

REGISTER BY PHONE, FAX OR EMAIL

 Phone: + 603 5033 1899
 Fax: + 603 5033 1799
 Email: register@ingenium.asia

DELEGATE DETAILS

DELEGATE 1

NAME : _____
POSITION : _____
TEL :() _____ FAX :() _____
EMAIL : _____

DELEGATE 2

NAME : _____
POSITION : _____
TEL :() _____ FAX :() _____
EMAIL : _____
ORGANISATION : _____
ADDRESS : _____

AUTHORISING MANAGER : _____
TELEPHONE : _____
EMAIL : _____
POSITION : _____
SIGNATURE : _____
DATE : ____/____/____

Please photocopy this form for more delegates.

METHODS OF PAYMENT

Payments can be made by cheque or bank transfer.
All payments are to be made in favour of:

INGENIUM ASIA SDN. BHD

Bank - **Amlslamic Bank**
Account No - **236-202-200035-1**
Account Type - **Current**

Payment is required within 5 working days of receipt of invoice.

TRAINING INVESTMENT

- Registrations Received By **08 November 2013**
– **RM 2495.00** Nett
- Registrations Received After **08 November 2013**
– **RM 2995.00** Nett

Fees include course documentation in full colour, certificate of attendance, luncheon, refreshments and a copy of the speaker's book, Marketing Your Service Business.

GENERAL TERMS & CONDITIONS

1. Substitutions are welcome. Kindly notify us at least 2 working days prior to the programme.
2. Cancellations will be refunded in full minus a RM 250.00 administrative charge provided the cancellation is done in writing atleast 7 working days prior to the programme. Cancellations done less than 7 working days prior to the programme will not be eligible for any refunds and will carry a 100% liability.
3. Advertised package - While every reasonable effort will be made to adhere to the advertised package, please note that the content, speaker and venue were confirmed at the time of publishing. Circumstances beyond our control may necessitate an alteration to the same. As such we reserve the right to alter or modify the advertised package if required.
4. Postponement & Cancellation – If the programme has to be cancelled or postponed by us for any reason, we will issue refunds in full for all payments received without any deductions whatsoever.
5. Liability - We will not be liable for any loss or damage suffered by the client as a result of a substitution, alteration, cancellation or postponement of the programme.
6. Database – Upon receipt of this registration form, we assume that you are giving us your consent to store your details and use it for future marketing efforts. If you do not wish to be included in our database, kindly notify us.
7. Copyright and Intellectual Property – The content, format and delivery of the programme constitute our intellectual property and copyright. Unauthorised redistribution or reproduction of part or all will be actionable by law.

INGENIUM ASIA SDN. BHD. is a member of the INGENIUM GROUP of companies, having its registered address at A-5-10 Empire Tower, SS16/1 Subang Jaya, 47500 Selangor, Malaysia