

## Unlocking the value potential of your business – identifying effective strategies for your market

This is an engaging, hands-on two-day workshop for directors and senior managers focusing on how a business can realize the value potential of its market.

### Overview

The key lies in the tools and techniques for:

- Developing a deep understanding of your market.
- Identifying the value-enhancing opportunities for your business.
- Developing appropriate strategies for your business based on these insights.
- Communicating and implementing these strategies.
- Embedding this process into the fabric of your business.

This process is essential if a business is to secure sustainable improvements in value and an industry-leading performance.

### Who should attend?

This workshop is designed for participants from B2B, B2C, product or service industries sharing a collective responsibility for ensuring their business has the marketing strategies in place which deliver the value potential of their market.

It is particularly suited to:

- CFOs, directors and senior marketing managers.
- Middle managers about to move into more senior roles.

HR staff with training responsibilities will also be interested in experiencing the content and participative nature of this workshop as it can be tailored to fit their own requirements for in-company programmes.

### Benefits

Delegates will leave with:

- A sound understanding of the essential tools and techniques for identifying, attracting and retaining the customers who will deliver value to their business.
- Practical experience in applying these tools and techniques to their business.
- The proforma for a powerful strategic document and a first cut strategic plan.
- An action plan for fully engaging their business in this process, thereby realizing for the business the value potential of its market.

## Programme outline

- Key issues facing leading businesses.
- Essentials for defining your competitive landscape.
- Clarifying the market's distribution and value-added characteristics.
- How to approach customer segmentation from a 'value' perspective.
- Aligning the market to the company's asset base to identify target customers.
- Balancing market opportunities with competitive reality.
- Determining viable financial objectives.
- Identifying strategies which gain and retain 'positive value' customers.
- Designing powerful strategic documentation.
- Critical measures for sustaining improvements in value.
- Assessing and countering internal and external barriers.
- Action plans for unlocking the value potential of your business.

The contribution of a number of today's popular management tools will be assessed during the programme, such as Balanced Scorecards, Relationship Marketing and CRM.

To ensure delegates can focus on the issues they need to address rather than being distracted by concerns over data management, bespoke software developed for this process by Market Equity will be made available during the workshop.

## About Market Equity

The roots of the company go back to 1995 following an initiative by our chairman, the eminent Professor of Marketing, Malcolm McDonald. Since then we have worked alongside senior management teams around the world in a wide variety of businesses identifying and then embedding in their companies sustainable improvements in value that have resided, untapped in their markets.

We employ our own suite of tools and techniques, each rigorously researched and tested to ensure that they are exceptionally robust for use in business and capable of delivering outstanding results. Our approach enables companies to achieve:

- Long-term sustainable improvements in value for their shareholders.
- The essential market understanding and evaluation demanded by potential investors.

## What to do next

To book this programme or discuss a training package tailored to fit the particular needs of your business, contact us using any of the following:

E-mail: [workshops@market-equity.com](mailto:workshops@market-equity.com)

Tel: +44 (0)1444 441011

or write to, The Registrar, Market Equity Ltd,  
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