



## MARKETING SERIES

In the 21st century, the customer is increasingly more sophisticated. Not only do they have greater choice, but they also have greater experience. As such, sales people are constantly challenged to find new and innovative ways to meet client expectations.

## BENEFIT

### TO THE ORGANIZATION

- Recognition by your customers of your organization and its representatives as being professional
- Quick and effective project completion and problem resolution for your customers.
- Unmatched internal and external customer satisfaction
- Increased sales volume.

### TO THE INDIVIDUAL

- Enhanced self-confidence and self-empowerment
- Positive interactions by building support, trust and credibility
- Successful business relationships
- Increased productivity
- Increased success and reduced stress on the job-seeking process

## MARKETING MODULES

### FUNDAMENTALS OF MARKETING

- Market-Oriented strategic planning
- Marketing process and plans
- Marketing management

### ANALYZING MARKETING OPERATIONS

- Business Unit strategic planning
- Developing market strategies
- Essentials of Differentiation Tools
- Managing marketing channels

### PRICE MANAGEMENT

- Developing price strategies
- Perceived offer value
- The competition
- Access channel and environment

### MARKET SEGMENTATION

- Definition and Needs for Market Segmentation
- Evaluation of Market Segments Criteria
- Variable used for Segmentation in Consumer markets
- Variable used for Segmentation Industrial Markets
- Behavioral Characteristics
- Top-Down and Bottom-Up Approaches
- Price Discrimination

### BLUE OCEAN STRATEGY

- Paradigm shift in the free economy and strategic thinking level
- The Past and Future of Competitive Advantage
- What makes a winner in the Competitive world?
- Value Innovation – Strategies for High Growth

### BRAND MANAGEMENT

- Setting product and branding
- Building brand identity
- Branding challenges

### PRODUCT LAUNCH

- Managing integrated marketing communications
- Principles of sales promotion
- Deciding on media for promotion
- Measuring effectiveness of promotion plans

### INDUSTRIAL SALES

- Making Major Sales - Customer needs in major sale
- Business & Analytical Thinking in Sales
- Sales At The Top Level
- Business To Business – Industrial
- Competitive Tendering
- Strategic Sales

### INDUSTRIAL MARKETING

- Fundamentals of Marketing
- Analyzing Marketing Operations
- Brand Management
- Price Management
- Product Launch
- Market Segmentation

### UNDERSTANDING MARKETING MANAGEMENT

- Marketing Tasks
- Marketing Concepts and Tools
- Company Orientations Towards the Marketplace

### ANALYZING MARKETING OPPORTUNITIES

- Corporate and Division Strategic Planning
- Business Unit Strategic Planning
- The Marketing Process

### DEVELOPING MARKET STRATEGIES

- Positioning and Differentiating the Market
- Developing New Market Offerings
- Designing New Market Offerings

### SHAPING THE MARKET OFFERING

- Setting the Product and Branding Strategy
- Designing and Managing Services
- Developing Price Strategies and Programs

### MANAGING AND DELIVERING MARKETING PROGRAMS

- Designing and Managing Value Networks and Marketing Channels
- Managing Retailing, Wholesaling, and Market Logistics
- Managing Integrated Marketing Communications

## METHODOLOGY

 Highly interactive lectures

 Open discussions

 Group discussions

 Role-plays

 Course manual

 Activity handbook

# TESTIMONIALS

"It was marvelous that Bolton Berhad Group of Companies appointed your establishment ... Our staff enjoyed the training provided by you ... One of the most important aspects that you have assisted was to merge the different industries within our group into a common course program without compromising the objectives where it benefited our staff ...".

**Tomy Goh, Group Head of Human Resources, Bolton Berhad.**

"Amongst some of the feedback obtained was that your presentation was lively, well done and ... They also found you to be natural, funny, down to earth and stimulating".

**Jullana Affandi Tan, Conference Development Manager, The Asia Business Forum.**

"The trainer was very clear in presenting the training, and made the entire presentation very entertaining ... It was simple but effective way to understand the A-Z of ... Overall, this training has really shown me that, ... nothing is impossible. I have really benefited from it".

**Angeline Yap, Callbiz (M) Sdn Bhd**

"The trainer is very professional and is a sharp observer, with a helpful and positive attitude. This workshop really helped me realize certain things and therefore start improving myself."

**Kenny Chong, Schneider Electric Industries (M) Sdn Bhd**

"The EI Seminar has helped me and my team understands and perform better. We shared the learning's with the rest of the organization as well. As you had rightly mentioned EI is a journey and we are glad that we took the first step attending the seminar".

**Shirley Priyadarsini, Sr. Manager HR, Newbreak India Pvt Ltd**

"It was an incredible experience to be at the seminar with you. You are such a special person and bring the subject alive with such ease and eloquence. It was wonderful to interact with you and I will be honoured to be added to the Emotional Intelligence Travellers List and the EI Forum. Thank you so much for sharing and helping others in enhancing their potential".

**Dr. Pratima Rajan MD, MPH Consultant & Head, Department of Preventive Cardiology & Cardiac Rehabilitation, Jaslok Hospital & Research Center**

"It was a pleasure attending your seminar. You did a splendid job. Looking forward to get associated with you over the Forum and get connected with likeminded friends".

**P.G.V. Babu, Manager, Newwoodlands Hotel, Chennai**

## CERTIFICATION & PERSONAL ACHIEVEMENTS

### CERTIFICATION

- HBDI™ and YAPDI™ Certified Practitioner
- Certified HRDF Trainer
- HRDF SBL Scheme



**Jerome Pierre BONNIFAY**  
(CEO & Senior Consultant)

### PERSONAL ACHIEVEMENTS

Jerome founded SBIC Sdn Bhd in 1993, as a Global Human Capital Consulting & Professional Training Organization based in Kuala Lumpur as a hub for his global operation, with offices in Barcelona, Delhi and Doha. Jerome holds a BA in Law & Economics and is currently pursuing his PhD in Psychology – specializing in EQ and Whole Brain Thinking.

A passionate and powerful facilitator, Jerome Pierre Bonnifay's unorthodox training techniques, gives him the edge to teach complex subjects to everyone across all levels. He brings to an individual level of understanding and practice a technique up to now reserved to an elite. He has built and implemented assessment centers, appraisal systems and training needs analysis's processes.

Jerome has been actively conducting talks, workshops, and training for The Asia Business Forum as Speaker, Chairperson and Course Leader since 2003. Phrased as the "Global Authority of Emotional Intelligence" by India Times during his EI seminar in India, Jerome continues to enlighten thousand around the world on the subject that had come in vogue some 20 years ago. He received high accolades for his September 2008 India Times Strategy Summit on EI that was held in India's 4 major cities.

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## READY TO REACH NEW LEVELS OF SUCCESS?

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